Ted Levine

User Experience & Product Designer

415 - 878 - 6264
ted@tedlev.com
linkedin.com/in/tedlev
http://tedlev.com

ABOUT

Well-rounded and versatile UX & Product Designer in San Francisco with 8+ years of experience in creating mobile-first products with a passion for research and validation. Demonstrated success with enterprises such as Capital One, Google, and Kaiser Permanente, as well as startups covering smart home automation and B2B/B2C support experiences.

Seeking a position as a senior individual contributor for mobile native and responsive consumer experiences.

SPECIALIZATIONS

- Ideation, Wireframing, Rapid Prototyping, Motion Design
- Team Collaboration, Journey Mapping, Service Mapping
- User Research, Heuristic Eval, Build-Measure-Learn Loop

TOOLS

Sketch, Figma, XD, Framer, Illustrator, Omnigraffle, LucidChart, InVision, Marvel, Flinto for Mac, Zeplin, UserTesting.com, HTML/CSS, Apple Motion, Final Cut Pro, and After Effects

PROFESSIONAL EXPERIENCE

Senior UX Designer, Mobile Apps | BOLD Inc | May 2018 – Present

Lead UX Designer for BOLD's mobile job search tool apps, producing improvements for our current shipping apps and leading our future-state initiatives.

- Defining our research strategy; facilitating team ideation; identifying key differentiators for our mobile app.
- Wireframing, prototyping, and producing solutions for leadership, testing, and engineering handoff.

Senior User Experience Manager | Capital One | Aug 2016 – Feb 2018

Senior UX Designer (IC) working in the National Small Business group. Worked with leadership, research, PM, and engineering to design new experiences for the New Account Opening and Member Migration flows.

- Delivered mobile-first improvements to New Account flow, resulting in 350% faster completion time.
- Collaborated with data analysts and engineering to identify and improve our online customer tools.
- Launched national research testing program to evaluate prototypes with real customers on-site.
- Created customer journey maps and system/process maps to drive a successful modernization of our New Account flow as an omnichannel service for our customers and ops/verifications team.

User Experience Team Lead, Kaiser Permanente | REDSHIFT Digital | Sep 2015 – Jul 2016

Team Lead/Mentor for UX designers, visual designers, and engineers; and primary project contributor for Kaiser Permanente's new brand identity, member portal, mobile app, and marketing websites.

- Worked with Kaiser's in-house teams of stakeholders, leadership, researchers and PMs, led projects through completion, and provided design process models for Kaiser's teams to integrate throughout.
- Drove 75% improvement in task/flow completion time with my team's rapid iteration and testing.
- Integrated and achieved 100% accessibility assessment from Kaiser's patient testing requirements.
- Facilitated team ideation and learning workshops on prototyping; mentored new teammates; and helped interview and hire to build out our design team.

Product UX Designer, Cross-Platform Products | Instaply Inc | Jan 2015 – Jul 2015

Sole Product/UX Designer working directly with leadership and a team of iOS, Android, and web engineers for Instaply, a mobile, web, SMS, app-integrated omnichannel customer support platform.

- Led the full product design process, including contextual inquiry research and metrics analysis, journey maps, personas, wireframing, user testing, product integration and feature rollout strategy.
- Directed an agile engineering team in rapid ideation and interactive prototyping sprints, yielding 2x faster app iteration/delivery efficiency and a richer product experience.
- Led worldwide testing with consumers and pilot partners including leaders in banking, home improvement, and electronics.

Lead UX & Visual Designer, Mobile App | Aura Inc | Aug 2014 – Jan 2015

Sole UX & Visual Designer on a team of four, producing from initial concept phase to launch for Aura, a mobile app that applied state-of-the-art social networking, sensor integration, and data mapping to all art.

- Led design process from discovery to pilot-phase hi-fi interactive prototype testing, to official launch.
- Designed app's affordances and motion UI for hyper-location-awareness, connected to nearby art.
- Defined information model of digestible knowledge cards and interactive data visualizations, referencing institution databases and crowd-sourced entries from users in the app.

Interaction Designer, Google Team | SolutionSet | Dec 2012 – May 2014

Working with Google's strategy, design and engineering teams, I executed on Google's design projects alongside their internal teams, providing shipped work in visual, information, motion, and interface design.

- Created visuals, motion graphics and rich email campaigns for AdWords, Google Partners, Google Shopping Express, and Youtube. For our hyper-targeted email campaigns, rollout of my personalized progress tracking design resulted in a significant increase in customer (re)engagement.
- Major contributor for Google AdWords Opportunities Dashboard redesign: created interactive and visual specs for the Opportunity cards with prototypes and pixel-perfect mockups for engineering.
- Distilled new and complex features of AdWords into easy-to-understand graphics and messaging for a broad customer base, from new users to our highest-tier clients.
- Created wireframes, flows, specs, and high-fidelity designs for Google Partners responsive website.
- Lead designer on Google concepting projects: Google Now AdWords integration, AdWords Chrome Extension, and AdWords Mobile App explorations.
- Educated team with lectures and workshops about interface, motion, and interaction design.

User Experience & Visual Designer | Consultant | Aug 2011 – Present

Leading design and redesign projects for artists, small businesses, startups, and corporations.

- Dwelo: Designed dashboard interface for property managers and residents of smart apartments and buildings of smart apartments to control and manage their homes.
- LearnStream: Established the brand identity, core user flows, product design, extensions, coded prototypes and microinteractions for the collaborative learning social network.
- Canvas Financial Group: Created 3x brand identities for parent brand and partners including logos, typography, color, photography direction, website design and development.

California College of the Arts, Bachelors of Fine Arts, With Honors | Oct 2011