Ted Levine

User Experience & Product Designer

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ABOUT

Well-rounded and versatile UX & Product Designer in San Francisco with over 10 years of experience creating mobile-first products with a passion for human-centered design. Demonstrated success with enterprises such as Climate, 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 design systems and responsive and native app experiences.

SPECIALIZATIONS

• Ideation, Wireframing, Rapid Prototyping, Design Systems

• Team Workshops, Journey/Flow Mapping, Remote Collaboration

• User Research, Heuristic Evaluation, Coded Design QA Review

TOOLS

Figma, Sketch, Adobe XD, Illustrator, InVision, HTML/CSS, Miro, Zeplin, LucidChart, Abstract, UserTesting.com, Apple Motion & Final Cut Pro

PROFESSIONAL EXPERIENCE

Senior UX Strategist | The Climate Corporation | Feb 2022 – Mar 2023

Core member of the Product User Experience Strategy & Research team, influencing Climate DFS's business strategy and FieldView product development direction

- Executed 4x long-term research projects: defining scopes, recruitment screening criteria and process, interview discussion guides, research activity materials for remote moderated co-creation sessions, and analysis insights.
- Established and maintained cross-team Design System (Figma) including a multi-platform component library, accessibility auditing, continuous iteration with in-flight projects, and facilitated team-wide training workshops.
- Produced reference documentation articulate our research and strategy across multiple customer segments: Service Blueprints, Jobs To Be Done JTBD Maps, Journey Maps, Moment Maps, Research-Narrated Wire Flows, Wireflow Maps, and research findings and project summary whitepapers.

Product Designer | The Climate Corporation | Jul 2019 – Oct 2021

Product Designer at Climate, a cross-platform tool which transforms field data into meaningful insights, helping farmers sustainably enhance yield potential, improve land and water efficiency, and manage climate risks.

- Launched new multi-channel solutions across our platform's 3x iOS apps, 2x iPad apps, 2x Android apps, and responsive webapps: FieldView Advanced Filtering, Yield Analysis, Communications Manager, Fleet Data Sync.
- Led development effort on our design systems for rapid prototyping and pixel-perfect hi-fi libraries, performed moderated usability testing with customers on new components and iterated as testing discoveries were found.
- Researched, identified problem space, defined UX and UI, tested with customers, and implemented with Eng additional features launching soon across our product lineup.
- Collaborated with Science, Product, and Eng teams to translate multivariate farm analysis and complex backend systems into actionable insights and interfaces our farmers can use.

Senior UX Designer, Mobile Apps | BOLD Inc | May 2018 – Jun 2019

Senior UX Designer leading the entire mobile product lineup for BOLD, a suite of tools for job searchers.

- Delivered new solutions and iterative improvements for our mobile app lineup, from inception to feature launch.
- Led longterm future-state research and envisioning initiatives, defined our core mobile differentiation strategy.
- Established our mobile apps design system which integrated our multiple sub-brands' visual styles, while rolling out a brand-agnostic "white-label" library for rapid concept design and prototyping.

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

Senior UX Designer working in the National Small Business group. Worked with leadership, research, product, and engineering teams to design new experiences for our New Account Enrollment and Member Migration journeys.

- Delivered mobile-first improvements to New Account flow, generating 350% faster enrollment completion.
- Collaborated with data analysts and engineering to proactively identify and improve our self-service experiences.
- Launched national research testing program to evaluate prototypes with real customers on-site.
- Created customer journey maps and system logic maps, used to achieve successful modernization of our online tools as omnichannel services used by our customers and ops verification teams.

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

Team Lead and 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.

- Facilitated ideation and review sessions with Kaiser's teams of stakeholders, leadership, researchers and PMs, led projects through handoff, and created design process models for Kaiser's teams to integrate throughout.
- Drove 75% improvement in task completion time for my team's rapid iteration and testing processes.
- Designed and achieved 100% accessibility assessment from Kaiser's inclusive patient testing requirements.
- Led 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 the Apps and Web Eng team for Instaply, a B2B/B2C omnichannel customer support platform which integrates into companies' mobile apps, web, and SMS, and channels.

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

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

Founding UX & Visual Designer from initial concept phase to public launch for Aura, the mobile app that applied state-of-the-art mass scale data mapping and on-device sensor integration to educate users about the art around them.

- 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 AdWords Internal 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.

- Lead designer for Google AdWords Opportunities Dashboard redesign initiative: created interactive and visual specs for the Opportunity cards with prototypes and pixel-perfect mockups for engineering.
- Created motion graphics, visuals, 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 reengagement.
- Distilled complex AdWords campaign bidding strategies and features into easy-to-understand graphics and messaging for the broad 41M customer base, from new users to our highest-tier advanced 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.

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