J. Davis

+1 (530) 580-8420
jeff@brandedux.com
https://uxuivui.app

Analytic creative professional (INTP) providing design leadership, user advocacy and working hands-on within Product Design disciplines (UX, UI, VUI) to craft amazing user experiences for digital products.

BFA in Graphic Design. Continued studies in Computer Science. 20+ years experience working with startups, agencies and Fortune 10 companies resulting in numerous industry awards, successful startup exits, and a $215M company acquisition.

My current focus is producing cognitive science-based user experiences combining thoughtful design with AI, ML, NLP, and blockchain technologies. I'm proficient with Adobe CS, XD, Figma, Sketch, InVision as well as various technologies, trading platforms and financial exchanges.

EXPERIENCE

Branded UX
Creative Director
2008 - present

- Manage distributed contractors - including hiring, contract negotiation and mentoring
- Provide design leadership with an adaptive user-centered design process and lean-agile methodology
- Design / develop products and strategies that deliver user needs and the business goals of client brands

Arbitwatch
2020 - present

- Utilized the Cryptowatch API & SDK to create the 1st multi-chart trading terminal with arbitrage notifications
  https://arbitwat.ch | Node JS, Express, WebSockets and contextual REST API running on Heroku

Coin Dash
2018 - present

- Utilized various exchange APIs to create a proprietary visual monitoring system for Top 100 crypto assets
  https://coindash.app | Django, Postgres, React JS, Hooks, WebSockets and Context API running on AWS

Oracle
UX / Visual Designer
Remote
2015

- Evaluated Java.net and gathered requirements from stakeholders and Oracle Design Team for brand revision
- Collaborated with VP of Social & Community Marketing, Senior Interactive Design Director, Project Manager and community stakeholders to design, develop and launch a custom Jive community space theme for Java utilizing the Jive Software platform and migrated content from Java.net

AT&T
UX / Visual Designer
Remote
2014

- Evaluated AT&T's company-wide team collaboration solution alongside top team collaboration solutions with the Senior Technical Director and several enterprise software and analyst consultants
- Demonstrated best-in-class walkthrough scenarios utilizing employee interview data to create personas and use cases spotlighting the biggest pain points through day-in-the-life scenarios with a customized Jive model showcasing day-in-the-life today vs. day in the life tomorrow functionality through wireframes, high-fidelity mockups, and a feature comparison matrix

General Motors (GM)
Senior UX Designer
Remote
2013 - 2014

- Reduced design-to-test time from 1+ year(s) to same day, alleviating 3rd party supplier dependency by providing architecture, design and development expertise creating a visionary design automation framework enabling graphic / interaction teams and the HMI group to design, develop, test and deploy user interfaces for in-dash clusters, center-stack infotainment units and heads-up displays
- Increased consistency and efficiency of the entire creative process of producing wireframes and visual designs by utilizing extensions, ExtendScript, shape libraries and a digital style guide
- Collaborated with offshore / language localization teams to design a system allowing them to map appropriate localized text strings to design documents for XML generation into 38 different languages

Google (YouTube)
Designer
Remote
2012 - 2014

- Collaborated with YouTube Strategist, Managers and Creators to understand and translate business requirements into creative direction, visual design and web development deliverables
- Completed 50+ projects for YouTube and YouTube Next Lab including internal / external site design, data visualization, style guides, infographics, newsletters, presentation templates, videos, logos and iconography for international audiences

Recent Freelance @**Crumbs** now **MetalPay**, @**EmeraldOrchards**, @**HelixAI**, @**Joydrive**, @**Kea**, @**RestaTrade**, @**SoFi**, @**XGames**…
Previously contracted for design / development @**Huge**, @**IBM**, @**Intel**, @**WebMD**… prior to 2012

EDUCATION

Columbia University
Harvard University
MIT
2016 - present

- Studied Artificial Intelligence and Machine Learning
- Studied Computer Science
- Studied Computer Science, Game Theory, and Design Thinking

UTK - School of Art
1997

BFA - Graphic Design | Minor - Anthropology
- Winner of Shelly Williams Portfolio Scholarship and Cyberflix Scholarship Awards