Percy Swint

UX Designer, Voice of the User

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Summary of Experience: 9 years of design, branding, and creative solutions development | Experience working collaboratively with in-house departments, designers, project managers, and vendors | Creator and leader of captivating, user centered designs | Self-motivated and steward of brand guidelines and relationships

WORK

Senior Product Designer @ Compass

July 2021 – Present (Contract)

- Owning the iterative design process of major features from research to concept to shipping
- Participating in user research, identifying key pain points and solving for them
- Creating user flow diagrams outlining optimized "happy paths" and secondary use cases
- Creating detailed wireframes for user flows
- Designing mid to high fidelity prototypes for testing
- Meaningfully collaborating with Project Managers on product specifications
- Pairing with Engineers to realize designs on all platforms: web, iOS and Android
- Seeking and receiving feedback as a natural part of the product development process, and finding opportunities inside of requirements and constraints

Lead Product Designer @ Quicken Loans / Rocket Mortgage

April 2021 – January 2022 (Contract)

- Coordinating with leadership and management to define scope of work in accordance with business OKRs and business strategy
- Conducting research through user interviews, surveys and user testing
- Leading the design process and advising best practices for design systems and key product features
- Delivering user journey maps, personas, information architecture, low and high fidelity wire frames, UI mockups, and interactive prototypes
- Working closely with the design team and engineers to ensure a seamless technology hand-off experience
- Attending workshops, shadow sessions, and design reviews
- Designing a solution for the internal team that cuts their existing workflow in half

SKILLS & SOFTWARE

UI/UX Design
Comprehensive desktop and mobile user journeys and prototypes

Research + Usability
Conducting user surveys, interviews, and workshop exercises

Brand Design
Print, digital, photography, video, and motion graphics

Pitch Decks
Conceptualize pitch deck presentations for key stakeholders

Adobe CC Suite
XD, Illustrator, After Effects, + More

Other
Project management and collaboration

WORK

Visual Designer @ DocMagic

January 2020 – February 2021

- Designing with a consistent method, starting with understanding the problem and goal, followed by comprehensive explorations of solutions
- Delivering UX flows, mockups, interactive prototypes, and final assets, according to product specifications
- Creating all UI elements, such as: buttons with active/inactive states, menus, widgets, input fields, dropdowns, tabs, search bars, image/product galleries, and more
- Coordinating with manager to produce and implement product iterations
- Producing, reformatting both print and digital ads for industry publications and websites
- Developing a tone for DocMagic's art direction, considering products, marketing collateral, and overall brand identity
- Continuing to hone craft, learn, and incorporate best practices

Freelance Designer, Consultant

October 2013 – January 2020

- Working with clients to interpret their company's goals, while becoming familiar with clients' products, services, target audience, and their competitors' activities, through elaborate research
- Developing original, creative ideas that engage the target audience and address the client's business issues
- Creating compelling, design solutions for web, digital, UI/UX, packaging, and print
- Interpreting market briefs and supporting client pitches and presentations
- Developing marketing strategies that connect potential customers with clients' goods and services
- Staying informed of design trends and new technologies; providing innovative ideas for design solutions in support of objectives and initiatives
- Experience in the following industries: Tech, Manufacturing, Food & Beverage, Apparel, Lifestyle Brands, Hospitality, Real Estate, Landscaping, and Coaching/Consulting

Creative Designer @ Canelé Gourmet Pantry

March 2017 – January 2020

- Creating high-quality graphic work, from conception to execution, that demonstrates a functional, market-leading approach to creative design solutions
- Designing a wide variety of project types, including but not limited to logo/brand identity, website, banners, landing pages, photography, and print collateral, such as catalogs and product packaging
- Leading creative marketing projects including: ecommerce, email campaigns, and advertising
- Developing beautiful marketing funnels that deliver innovative customer experiences and increase wholesale orders through canelepantry.com
- Nurturing wholesale partner relationships through carefully curated promotional materials designed for their target audience
- Ensuring all marketing materials adhere to brand guidelines

WORK

Senior Graphic Designer @ Plastpro, Inc.

September 2015 – March 2017

- Provided design and production support to marketing department for a range of projects including brand identity updates, logos, various print collateral, apparel, presentations, and creating digital assets for website
- Developed highly original and professional concepts, and contributed to the creative execution from pitch to final delivery
- Assigned, accountable for project design deliverables and quality control; used strong information and presentation skills for internal departments and sales team
- Managed project timelines and worked collaboratively with in-house departments, designers, project managers, and vendors, to ensure deadlines were met
- Developed trade show graphics for NAHB International Builders' Show for Vegas and Orlando expos
- Understood the referenced brand aesthetic to ensure all creative deliverables told the correct story and were brand appropriate
- Initiated, coordinated fun company-wide competitions and designed event materials for internal team and sister company, JM Eagle

VOLUNTEER WORK

Program Coordinator @ Renew Church, Los Angeles

August 2019 – March 2020

- Overseeing Sunday service set-up and directing moving parts to function seamlessly
- Conducting team briefings and setting expectations for special events
- Distributing technical scripts to all volunteers
- Coordinating with other ministries to ensure quality service
- Providing immediate feedback, direction, and offering solutions for event installations, series design, slide presentations, and more.

EDUCATION

The Pennsylvania State University

August 2007 – August 2011

Bachelor of Science Degree

Landscape Contracting Design-Build

Major Related Courses

Engineering Graphics, Business Management, Landscape Construction, Residential Planning