



## Work Experience

### Mutually Human

Grand Rapids, Michigan  
2013 - Present

#### Software Designer

With each of Mutually Human's clients, I am involved early in projects to guide feature sets, create information architecture, and provide interaction design. I also pay keen attention to the aesthetics that make our products more desirable while improving their function, usability, and ability to engage users.

As a design generalist, I am involved in turning ideas into functional software products. I conduct research utilizing **user interviews**, **paper prototypes**, **interactive mockups** and **A/B testing**. I take that data and turned it into concrete documentation including **personas**, **user flows**, **entity relationship diagrams**, **wireframes** and **high fidelity mockups**. I use those documents to successfully lead polyvalent teams through a project to a successful end. I am fluent in **HTML** and **SCSS**, conversant in **javascript**, and know the structure of a **Ruby on Rails** project, **version control** systems other tools necessary to realize a design on the web and in an array of development environments. I reliably estimate my work, track my teams' progress and strive to meet deadlines. I am well-versed in **Agile methodologies**.

As a part of my own continuous development and promotion of Mutually Human, I've given talks at GLSEC, GR WebDev and IxDA GR. I've also provided lunch-n-learn talks at various design agencies and been called upon to provide professional input for portfolio reviews at Kendall College of Art & Design and was part of the leadership team that brought MidwestUX to Grand Rapids in 2013.

### DDM Marketing & Communications

Grand Rapids, Michigan  
2011 - 2013

#### Designer & Front End Developer

My clients at DDM asked for me by name and mentioned me as a big reason they continued to work with the company. Even on tight deadlines, I went the extra mile as a designer, developer and project manager to insure client satisfaction. Sizes of development projects ranged from one page placeholders to **web and iOS apps** that spanned 6 months from beginning to end.

During my time at DDM, I **modernized front-end development practices**, implemented a **new system of project cost estimation** and modeled a more **complete UX practice** when defining interactive projects. One of the partners there said that they brought me in because of my talent and entrepreneurial spirit. I did not disappoint.

### Eden Collective

Seville, Spain  
2010 - 2012

#### Founder, Lead Designer

I started Eden Collective as a design agency in Seville, Spain. We specialized in design and development of iOS apps and websites. I managed cashflow and new business so that we were profitable from the day we began.

As lead designer, I ran all aspects of design and project planning: **information architecture**, **interaction design**, **user interface design** and front end development in **HTML**, **CSS** & **javascript**.

### Six Voices

Seville, Spain  
2008 - 2010

#### Designer & Operations Manager

I designed and project managed dozens of **iOS apps** as well as coordinating almost all the company's work flow. I created UI for new apps and assisted a multinational team in creating elements for clients according to developer's specifications. While managing external client expectations and communication, I also ran a team of designers in 4 different countries.

### 24-7 Prayer International

London, England  
2004 - 2008

#### Director of Digital Marketing

Under my leadership, 24-7 Prayer's global website underwent a complete redesign and rebrand. Skills used during this process included: **team leadership**, **visual design**, **content strategy**, and **front end development**. I also pushed the organization into social media for the first time and headed up their initial forays into podcasting and email newsletters.

## Education

### The Open University

**BA History**  
Milton Keynes, England  
2004 - 2009

With almost 200,000 students, the OU is the largest university in the United Kingdom.

My degree in history is more than tangentially related to the field of design. Understanding disparate data and being able to form it into a cohesive and engaging narrative is the core of historical study and central to the practice of design.

## References

### Michael Nijkamp, MKN Design

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### Dan Klyn, The Understanding Group

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### Zach Dennis, Mutually Human

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## Selected Clients

### Finance

Ridgeworth Investments  
Henderson Global Investors  
Choice One Bank

### Healthcare

Stryker Medical Instruments  
Spectrum Health  
Priority Health  
Ideomed

### Education

University of Notre Dame  
Miller College

### Logistics & Handling

Dematic

### Tech Startups

BoostUp  
Gathering App  
Gelo  
GR Current

### Local Business

Roeda Studios  
Grand Rapids Chamber of  
Commerce