

Jeremy D. Young

UX/UI design and leadership

// ABOUT ME

I create compelling, usable experiences on any platform. I am inquisitive and genuine, with a deep background in web technologies and touch screen interfaces. I have both a development and design background, which means I can speak fluently to multi-disciplinary teams to shepherd ideas with the best combination of practicality and delight. I approach every new task as if I can learn something new, even if it seems familiar at first. I advocate for my users to ensure their needs are met. And above all else, I strongly believe in an Agile process that measures success and learns quickly from failure. I believe that small, incremental changes with a solid but malleable long-term vision are the way to build the best products for all stakeholders. Start with your team's experience, do your research to fill the gaps, learn as you go, and smile along the way.

// SELECT WORK EXPERIENCE

Director of User Experience @ Martha Stewart Living Omnimedia

January 2012 to December 2013

- Established Lean UX at Martha Stewart Digital to better integrate all teams into the design process with development existing Agile process. UX steers the ship.
- Introduced HTML prototyping of large-scale projects all the way down to interaction details.
- Built a small team of Senior UX Designers with complementary skills. Thought ownership and 360 degree reviews kept the channels of communication open and generated the best ideas.
- Redesigned MarthaStewart.com for a cleaner, simpler user experience, all while increasing page views and advertising impressions. The new site focuses on breadth of content through mindsets and a discovery interface.
- Redesigned MarthaStewartWeddings.com, currently in limited A/B release, with a modernized and simplified content organization, and large, beautiful imagery to inspire.
- Worked with our Audience Development team to create dashboards and measure performance with Omniture.
- Validated strategic concepts with A/B testing, in-person user testing, closed card sorting, tree tests, user interviews and external surveys.
- Maintain global documentation and, most importantly, audit progress to ensure original vision is maintained or corrected when new data arrives.
- Launched new visual search interface, immersive video experience, redesigned discovery pages, video learning within Recipe and Projects, and a topical timeline based homepage.
- Worked through pioneering efforts in Responsive Web Design on a site with 15m uniques per month.
- Led ideation sessions to clearly define product mission statements.

User Experience Designer @ IndustryNext

August 2007 to January 2012

- Ran client meetings, gathered requirements, handled client relations, and managed teams for client work. Clients include Comcast, NBC Universal, Bravo TV, NBA, NYC & Company, Prosper, and others.
- UI / UX design for the web, iPhone, and iPad clients for Squrl. Squrl was a start-up video social curation and video aggregator service.
- Lead front-end developer for Squrl. Utilized modern CSS 3 designs with hand written JavaScript UI frameworks and jQuery enhanced animation and AJAX.
- Touch Screen UI design for capacitive and resistive technologies for mobile, tablets, and

// CONTACT ME

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// SKILLS

UX / UI / Design

- Lean UX (Agile)
- User Experience Design
- User Interface Design
- Interaction Design
- Mobile / Touch or Mouse
- Wireframes
- User Stories / Agile
- Workflows and Scenarios
- Flow Diagrams
- Site Maps
- Visual Design
- Creative Direction
- Responsive Web Design

User Research

- Card Sorting
- A/B Testing
- User Surveys
- Interviews
- Ethnography
- In-Person

Prototyping

- HTML / CSS
- AJAX
- JavaScript
- jQuery
- Proficient in OOP
- Paper

Education

Bachelor of Fine Arts
in Graphic Design (BFA)

Oswego State
University of New York

GPA 3.61 / 4
Magna Cum Laude

mid-size embedded systems.

- Extensive experience designing for, and working with, embedded web video.
- Competitive Analysis and Persona Development for a unified voice, email, and text messaging communication system at Comcast.
- Interactive Flash widget development and design for data driven advertisement.
- Calendar & Voicemail widget design for a Comcast home automation solution.
- Facebook, Twitter, and YouTube integration.

Usability Engineer & Senior Designer @ Viewpoint

January 2001 to August 2007

- Designed production ready prototypes for some of AdMob's original mobile ad products prior to the launch of the iPhone.
- Usability Engineer / Senior Designer responsible for software and web applications. Worked closely with Software Engineers to develop methodologies and techniques to optimize, automate, and extend good user centered design.
- Lead UI Designer/Developer for Enliven– Viewpoint's multimedia authoring environment. Duties include mockups, new feature development, graphic production, XML code, and work flow optimization.
- Lead UI Designer/Developer for Creative Innovator 1.0 (later Unicast Fuse) – Viewpoint's web based advertising development, reporting, and delivery system.
- Page design and layout for a gamut of projects for internal and external clients including Ford, Compaq, HP, Chrysler, Viewpoint, and others.
- Technical reviewer for HTML, JavaScript, and Macintosh support.
- Creative direction and production of three-dimensional and two-dimensional media.

Web Designer @ Dreamlife.com

March to December 2000

- Oversaw complete design and deployment cycle of various projects.
- Developed portions of the Dreamlife brand.
- Worked with content producers, application developers, and project managers to create course material, interactive widgets, and design solutions.

Photo Simulation Technician @ Young Associates

January 1993 to January 2000

- 3D modeling of bridges, roads, and chemical plants from engineering plans for use in photo-realistic visual impact statements. Included work with GPS to locate real objects in computer created environments.
- Helped develop photo-realistic simulation techniques by the tender age of 16.