

Davis Rousseau

User Experience and User Interface Designer

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WORK EXPERIENCE

Purchasing Platform, Inc. / UX/UI Designer

Chicago, IL / February 2021 - Present

- Design the end-to-end UX and UI experience of the platform for desktop/tablet/mobile.
- Developed research methodologies and conducted research overview, interview, and recruitment.
- Created Voice of Customer that focuses on customer needs and pain points.
- Developed, built, and manage the Design System using Figma.
- Manage UX/UI/Research Jira board to track deliverables.
- Work on a 2-week sprint with Development and Product team.
- Use Confluence to create, store and share anything from the Design team with stakeholders and colleagues.
- Manage and create onboarding process using Userpilot software.
- Manage and use Hotjar to gain customer feedback, online behavior, and create user surveys.

Diversified Foodservice Supply LLC / UX/UI Designer

Chicago, IL / May 2019 - February 2021

- Work closely with the team to ensure the best possible user experience.
- Create expert evaluation, wireframes, visuals, information architecture, user flows, prototyping to present to stakeholders.
- Maintain and update the design systems.
- Create and maintain front-end with CSS, HTML, and jQuery.
- Use Hotjar to gain customer feedback, online behavior, and create user surveys.
- Handle marketing communication with the Development and IT team.
- Work with developers to develop transactional emails and forms in Marketing Clouds.
- Help shape the brand by redesigning content, e-commerce websites.

Berlin Packaging LLC / Web Designer UX/UI

Chicago, IL / May 2018 - May 2019

- Sketching, wireframing, user flows, Webflow, prototyping solutions to present to stakeholders to ensure requirements are met.
- Redesign the corporate website content/e-commerce page.
- Design, develop, update, and deploy web pages that implement web standards and use web technologies (CSS, HTML, and jQuery).
- Build a design system for email/web, maintain web and email style guides.
- Work in an agile environment with the development and marketing team.

Medline Industries Inc. / Web Designer

Northfield, IL / September 2012 - May 2018

- Coordinate with Account Executive to set timelines/budgets for all projects.
- Work collaboratively to lead projects from initial brief to completion.
- Develop, design, update and deploy landing pages, web banners ads, email templates that use CSS, HTML, and jQuery.
- Teach and mentor the designers and marketing team members to use our Content Management System (WordPress).
- Responsible for the maintenance and upkeep of the current websites and designing style guides to improve the sites' look and feel.
- Part of the team for medline.com redesign.

EDUCATION

DePaul University

June 2018 - Present

Master of Science Human-

Computer Interaction

Northern Illinois University

January 2009 - May 2012

Bachelor of Fine Art in Visual

Communication

William Rainey Harper College

September 2005 - December 2008

Associate of Art

User Research: Journey

Maps, Personas, Sitemaps, User Flows, Usability Testing, Heuristic Evaluation, Surveys, A/B Testing, Card Sorting, Tree Testing, Competitive Analysis, 1x1 Interviews, Contextual Inquiry

Software: Sketch app, Invision,

Webflow, Photoshop, Illustrator, InDesign, Figma, Balsamiq, Jira, Confluence, Optimal Workshop, Flowmapp

Coding: HTML, CSS

Content Management System:

WordPress, BigCommerce, HawkSearch

Front-end Libraries: Bootstrap,

Foundation

Customer relationship management

(CRM) Email: Salesforce Pardot and Marketing Cloud