

# David Friedel

Littleton, CO

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## SUMMARY

Senior User Experience (UX) professional with over 20 years of expertise designing web and mobile applications. Highly skilled in User Research, Rapid Prototyping, Information Architecture, Interaction Design, Technology Integration, Visual Design, Project Planning, Communication and Presentation.

Design Samples: <http://davidfriedel.com/screenshots>

## EXPERIENCE

### Jeppesen / Boeing, Englewood CO

#### Visual Designer, Aug 2015 to Present

- Visual Designer for product “Operator”, a startup project to coordinate all aspects of business aviation, potential \$1 billion market. Designed mockups and wireframes for desktop, tablet, and phone UI formats.
- Visual Designer for Electronic Flight Bag (EFB) tool for commercial airline pilots and flight dispatchers. Replacing paper based flight plans and weather reporting with web application.
- Visual designer for multi-million dollar Jeppesen/Boeing joint software product, Symphony. Worked to gain strong understanding of airline industry.
- Created surveys to gauge both pre-design and post-beta feedback.
- Worked with Boeing architects on web and mobile development strategies.
- Participated in Boeing/Jeppesen standards for UX and Agile methodologies.

### IHS, Englewood CO

#### Senior UX Developer, May 2015 to Aug 2015

- Senior UX Designer and UI Developer (CSS, Bootstrap) building platform POC
- Created UX Pattern Library to provide sample code for engineers to provide consistent UX
- Collaborated directly with graphic designers (UX team) and development team to define reusable interaction design components
- Constructed prototype application to demonstrate using LESS/CSS
- Built centralized CDN web service to provide CSS across enterprise applications

### Allegion, Golden CO

#### Lead UX Designer, Dec 2013 to May 2015

- UX Designer for worldwide Schlage mobile and web application to control door locks.
- Designed mobile layouts and usability flows for iPhone, iPad and Android devices
- Designed and built user experience and usability with HTML5/CSS3.
- Develop MVC.NET web application connecting to web service API's.
- Worked with marketing group to define overall branding for the product.

**TW Telecom, Littleton CO****Senior Web Developer & Designer, Jun 2013 to Nov 2013**

- Designed user controls using KendoUI and Photoshop.
- Defined Personas to be used in the various roles in the application.
- Part of team to build external facing web application for use by TW salespeople.
- Laid out mash-up of application with Salesforce.com application.
- Tested and verified in multiple web browsers.

**Hosting.com, Denver CO****Web Architect, Nov 2012 to Jun 2013**

- Worked closely with UX design consulting firm to design new customer portal.
- Coordinated between executive level and developers for multiple locations nation-wide.
- Participated in affinity diagramming sessions for defining application functionality.
- Provided leadership on code structure, agile practices, security.
- Demoed bi-weekly to customers to show design.

**Nelnet Education, Highlands Ranch, CO****Senior UX Developer, Jul 2011 to Sep 2012**

- Customized UX for off the shelf CMDB system for 2500+ employees.
- Worked closely with business analysts to wireframe and make pixel perfect mockups.
- Built HTML/CSS skins for 3<sup>rd</sup> party product.
- Constructed web layouts and tested in multiple browsers.

**Pulte Mortgage, Englewood, CO****Senior Web Designer, Dec 2010 to Jul 2011**

- Designed user experience and visual components for mortgage calculator website.
- Built JavaScript and jQuery routines to handle user input and navigation.
- Created graphics in Photoshop and built CSS style sheets.
- Exhaustively supported in multiple browsers including IE6-9, Chrome, and Firefox.

**OpenTV, Golden, CO****UX Designer, Apr 2010 to Dec 2010**

- Designed user experience for new broadcast metadata streaming framework.
- Created pixel perfect Photoshop screen mockups of streaming UX.
- Prototyped Silverlight front-end to .NET 4.0 WCF services architecture.
- Planned and started construction of VMware development infrastructure.

**W.A. Wilde Company, Holliston, MA****Systems Architect, 2008 to 2010**

- Designed and developed customer several facing web applications.
- Built order entry system using C#, ASP.NET to integrate with third party order processing.
- Architect for re-engineering internal systems and servers.
- Lead a group of 4 contract programmers. Reported results to CIO.

**LoJack Corporation, Westwood, MA**  
**.NET Architect, 2005 to 2008**

- Architected C# ASP.NET application framework for all internal systems.
- Designed look and feel using HTML/CSS and Photoshop.
- Built ecommerce component of public website for purchasing accessories.
- Customized CSS in SharePoint 2007 portal for LoJack.com
- Promoted to Architect in November 2006.

**FM Global, Johnston, RI**  
**Portal Administrator, 2002 to 2005**

- Designed graphics and CSS to support internal portal and external facing products.
- Worked on document management and workflow as part of portal team.
- Built C# and VB.NET web applications for FM Global corporate portal.
- Built XSL transformation program to convert various documents to stored data.

**Context Media, Providence, RI**  
**UI Team Leader, 2000 to 2002**

- Designed look and feel for public web application product to manage content.
- Built all graphics, HTML, and CSS for 2.0 version of Context Media Interchange.
- Part of startup, coordinating with developers, product managers, and customers.
- Application integrated multimedia (video, audio) in HTML based web site.

**Additional Experience to 1991**

Further experience in UX design and software development in large and small organizations including JPMorgan, the US Department of Treasury, and the Securities and Exchange Commission.

**USER EXPERIENCE SKILLS**

UX & UI Design  
Web Development  
Web Site Analytics  
Prototyping  
Personas

Requirements Definition  
Information Architecture  
Photoshop  
Illustrator  
Agile/SCRUM

**TECHNICAL SKILLS**

HTML5, CSS 3,  
JavaScript, jQuery,  
Bootstrap, KendoUI  
JIRA, VersionOne, TFS, SVN  
REST, AJAX, XML, C#

**EDUCATION**

**Bachelors of Business Administration (BBA) - 1992**

Hofstra University, New York  
Specializing in Business Computer Information Systems