Thomas Decker

UI/UX Designer | 5+ Years of Experience

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Summary

Established UI/UX designer specializing in design strategy, user research, interaction design and usability testing. Leveraging my education in marketing & business with a background in product design, I create intuitive, streamlined digital products with an emphasis on a human-centered design approach. Adept at collaborating with cross-functional teams, I'm constantly looking to push the limits of innovation to provide data-driven, user-oriented UX solutions.

Work Experience

UI/UX DESIGNER

B3 Analytics | Denver, CO   **January 2019 - March 2023**

- Responsible for overseeing all product design efforts, I consulted with clients to identify their business' needs & implement UX solutions to drive sales, increase user retention and reach their underlying business objectives.
- Using flow diagrams, sketches, wireframes and UI prototype mock-ups, I designed websites & apps while emphasizing clean designs with a user-friendly, function-first agenda. Combined with extensive market & user research, I focused on the end users' needs to attract, delight and catalyze actionable sales decisions.
- Working with our team of designers, developers and marketing specialists, I led the initiative to restructure our product development processes, creating a more streamlined and effective approach to project management.

UI DESIGNER

Digiboost | San Antonio, TX   **May 2018 - January 2019**

- Working with high-priority clients, I led user interface design initiatives from concept to creation using wireframes & high-fidelity mock-up iterations in line with predetermined marketing strategies to drive bottom-line growth.
- Designed branding assets for the company's marketing initiatives & served as QA leader for the design department, while managing our development team to meet tight deadlines and exceed customer expectations.

PRODUCT DESIGNER

Reckon Point Robotics (Start-Up) | San Antonio, TX   **December 2017 - November 2018**

- Developed lead generation-focused website for enterprise indoor geo-location software, increasing unique web visitors by 375% & average session duration by 613%, generating over $290,000 in revenue within 11 months.
- Designed front-end UI for their proprietary heat-mapping & analytics software as well as the airport navigation app for the City of San Antonio, allowing for a Google Maps-like seamless navigation of an otherwise confusing airport.
- In a fast-paced start-up environment, I filled many other roles including marketing, SEO, PPC, branding and design.
- As the sole marketing expert among a team of traditional engineers, my role heavily involved 'translating' incredibly complex information into coherent layman's terms in order to sell their cutting-edge new technologies.

DIGITAL MARKETING APPRENTICE

Digital Creative Institute | San Antonio, TX   **November 2017 - August 2018**

Education

INDIANA UNIVERSITY | *KELLEY SCHOOL OF BUSINESS*   **August 2013 - May 2017**

Bachelor of Science in Marketing   Indianapolis, IN

Skills

Information Architecture	User Interface Design	User Research	User Experience Design
Responsive Design	Journey Mapping	Wireframing	Interaction Design
Usability Testing	Prototyping	Web Design	Branding