

sean86753@gmail.com

314-956-9506

Chicago, IL 60647

Skills

- Figma
- Adobe XD
- Sketch
- InVision
- Axure
- Zeplin
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Blender
- ZBrush
- Mural
- HTML
- CSS / SCSS
- JavaScript / jQuery
- Git / GitLab
- Accessibility
- Bootstrap
- Material UI
- React
- Angular
- WordPress
- DNN
- BigCommerce
- SEMRush
- Ubersuggest
- Google Analytics
- Journey Mapping
- Empathy Mapping
- Canvas.js
- Kendo UI
- Sharepoint
- Confluence
- Jira

Education And Training

12/2019

Fullstack Website Development

Fullstack Academy

Chicago

05/2016

C# / .NET, GQL

Sean Duff

Summary

I've designed and developed interfaces for companies in financial, marketing, e-commerce, and educational industries. Within these industries, I've created low-fidelity / high-fidelity mockups, prototypes, responsive websites, and mobile apps. I've also worked as a UX strategist and researcher, making sure that my digital products are WCAG compliant, optimized, and follow best UI / UX practices and standards. With over 7 years of digital product design experience, I can create user-friendly design systems from start to finish in a wide variety of industries.

Experience

Gateway Web Design - Freelance Website Designer And Developer

01/2024 - Current

- Design low-fi, hi-fi mockups for responsive websites and applications
- Conduct user research through interviews and strategy engagements to identify pain-points for redesign projects. Use benchmarking strategies to establish competitive landscape.
- Build clickable prototypes in Figma or Adobe XD
- Provide SEO services through keyword research, SEO tools, accessibility, site speed optimization, backlinks, Google Analytics, and social media campaigns
- Develop custom WordPress themes, React and Angular applications
- Logos, graphics, illustrations, branding

Environment: Adobe XD, Figma, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Sketch, HTML, CSS, JavaScript, WordPress, DNN, Bootstrap, Power BI, Canvas.js, IOS, Android, React, React-Native, Angular, SEMrush, Ubersuggest, InVision, Mural

PNC Bank (CGI) - Senior UI Designer

12/2022 - 01/2024

- Collaborated with BSAs / product owners / engineers to design screens for several processes within the Service Business Processing (SBP) application at PNC Bank, including SCRA Benefits, Wire Payoffs, Returns, CBI, HSS, and HLT. I also added to the existing design system and updated the style guide.
- Performed accessibility checks to ensure WCAG compliance on all mockups and screens.
- Worked in SBP's CSS stylesheet, writing new styles, eliminating bugs, and performing accessibility checks.
- Redesigned SCRA workflow based on UX strategy and research engagements. Improved UX by fixing accessibility issues, introducing new components (progress bar / next and previous navigation options), and integrating with the Kendo UI JavaScript library.
- Adhered to RLCS agile methodologies - participating in daily stand-ups and weekly peer reviews.

Launchcode
St Louis

12/2013

Bachelor Of Arts:
Visual Communication
Saint Louis University
St Louis, MO

Websites, Portfolios, Profiles

- <https://www.behance.net/seanduffartwork>
- <https://www.gatewaywebdesign.com/>

Environment: Adobe XD, Figma, HTML, CSS, SonarQube, SharePoint, Kendo UI, Confluence, InVision, Sketch, Axure

PNC Bank (CGI) - Lead UX Strategist And Designer

07/2022 - 12/2022

- Lead interviews with different members of the SCRA team at PNC Bank to identify issues and pain points within the current workflow / interface. We then sectioned the processor's responses into categories of motivations, challenges, and desires.
- Researched competitive banks to identify their process for triggering an SCRA request. What were their intake channels, perceived strengths, and did they allow for self-service processing?
- Created an affinity map for organizing pain points and solutions.
- Created journey maps of the current state and future state of what it would look like for a processor to approve or deny SCRA benefits for a customer
- Researched how other interfaces handled chronological processes where decisions needed to be made based on relevant information.
- Based on all of these findings, I created a vision book for the SCRA benefits team and redesigned the interface to eliminate pain points and compliance issues, improve the workflow, and enhanced the overall look and feel. Journey maps, empathy maps, and mockups designed in Figma.
- Environment: Figma, Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Miro, Mural, InVision,

PNC Bank (Mastech Digital) - Lead UI Designer

10/2021 - 04/2022

- Created logos, graphics, and wireframes to enhance UX and navigation between different Enterprise Architecture teams at PNC Bank. Each EA website was designed using the Confluence content management system.
 - Created mock-ups for new products and pages using the Adobe Creative Suite - XD, Illustrator, Photoshop, and Figma. Added to existing design system.
- Environment: Adobe XD, Adobe Photoshop, Adobe Illustrator, HTML, CSS, JavaScript, Confluence, Figma, Tableau, PowerBI

MidwayUSA - UI/UX Designer

02/2021 - 10/2021

- Each UX Designer participated in design sprints to redesign the header, footer, and other website content for midwayusa.com, a mobile-responsive e-commerce website. We were given access to articles from the Baymard Institute, to analyze how competitive websites handled these components in both the sport shop and ecommerce space in general.
- MidwayUSA keeps a list of roughly 25-30 competitors and I was tasked with analyzing the checkout process across all competitive websites. This includes testing the UX for entering payment / shipping information and receiving order confirmation emails. We used this information to make adjustments to our ordering experience on Midwayusa.com.
- Created mock-ups for new products and pages using the Adobe Creative Suite (XD, Illustrator, and Photoshop). Added to existing design system.
- Designed and developed new pages and functionality for midwayusa.com through HTML, SCSS, JavaScript, and React.

- Performed accessibility / UX testing using Axe Dev Tools and Google Optimize.
- Used A/B testing tools (Google Optimize) to test whether one design solution led to more conversions than another.

Environment: Adobe XD, HTML, SCSS, JavaScript, React, Adobe Photoshop, Adobe Illustrator, iOS, Android

Black Raven AFC - Website Designer And SEO Specialist

09/2020 - 08/2021

- Designed and developed new mobile-responsive marketing websites using Adobe XD, Elementor page builder in WordPress.
- Optimized WordPress websites for site speed, accessibility, keywords, backlinks, and other on-page SEO ideas.

Environment: Adobe XD, Adobe Illustrator, Google Analytics, Google Search Console, SEMRush, Ubersuggest, WordPress, Divi, Elementor

Riverside Insights (Hitalents) - Lead UI/UX Designer

01/2020 - 09/2020

- Designed new reporting interface 'Elevate' for students, teachers, administrators at Riverside Insights.
- Created clickable, mobile-responsive prototypes for Elevate from scratch using HTML, CSS, JavaScript, jQuery, and Canvas.js.
- Redesigned existing 'Data Manager' platform for all reporting levels.
- Created 'Report Admin' interface for software engineers to collect data on various jobs and users.

Environment: Sketch, Zeplin, Adobe Photoshop, Adobe Illustrator, HTML, CSS, JavaScript, jQuery, Miro, Canvas.js, Micro Strategy, InVision

E-Merge Interactive (Creative Circle) - Lead Frontend Developer

05/2019 - 07/2019

- Created pages and modified a nurse-training website using JavaScript, jQuery, and the GSAP library.
- Website was built using the DNN Content Management System.

Environment: HTML, CSS, JavaScript, GSAP, DNN

Plum Grove Inc. - Website Designer

07/2017 - 05/2019

- Created and managed over 30 responsive e-commerce websites built in WordPress and Pressero content management systems.
- HTML, CSS, VBScript used to create websites and customizable product templates.
- Adobe Illustrator, Photoshop, Acrobat used to create logos, banners, emails, and mock-ups.
- MailChimp templates used for email marketing campaigns.

Environment: HTML, CSS, VBScript, Pressero, WordPress, Adobe Photoshop, Adobe Illustrator, Adobe XD

Gateway Web Design - Freelance UI / UX Designer And WordPress Developer

Saint Louis, Missouri

05/2016 - 07/2017

- Develop custom WordPress themes, React and Angular applications
- Provide SEO services through keyword research, SEO tool suggestions, accessibility, site speed optimization, backlinks, Google Analytics, and social media campaigns
- Logos, graphics, illustrations, branding

Environment: Adobe XD, Figma, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, HTML, CSS, JavaScript, WordPress, DNN, Bootstrap, Power BI, Canvas.js, IOS, Android, React, React-Native, Angular, SEMrush, Ubersuggest