

DAVID KRAUSE

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PRODUCT DESIGNER

QUALIFICATIONS PROFILE

Accomplished product designer with extensive experience in driving the end-to-end design process for web and mobile applications, specializing in UI/UX strategy and user-centered design. Adept at collaborating with cross-functional teams to deliver seamless user experiences that align with business objectives. Expert at conducting user research, analyzing data, and translating insights into visually engaging designs that drive user engagement and satisfaction. Proficient at designing complex interfaces, improving user journeys, leading critical projects, and optimizing product functionality to meet both user needs and business goals.

Product Design ~ Front-End Development ~ UI & UX Design ~ Data Visualization ~ Team Leadership & Collaboration
Agile & Scrum Methodologies ~ User Research & Analytics ~ Prototyping & Wireframing ~ Stakeholder Engagement
Client Management ~ Problem-Solving ~ User-Centered Design ~ Process Improvement ~ Mobile & Web App Design

PROFESSIONAL EXPERIENCE

Product Designer - Location3, Remote Jul 2022 - Sep 2024

- Directed the design process from concept to execution to deliver solutions and improve the overall UI and UX of a B2B enterprise marketing platform in collaboration with leadership, stakeholders, and diverse teams.
- Analyzed user research, feedback, analytics, and surveys to refine the user journey and enhance experiences.
- Partnered with the Product Management Team to develop new and improved design solutions in Figma to boost user engagement and satisfaction, including style guides, icons, wireframes, mockups, prototypes, visual designs, interaction designs, and reusable component libraries.
- Supported the design of new features and upgrade of existing UIs using HTML, CSS, and JavaScript within an Angular framework.
- Handled the redesign of the LOCALACT app homepage twice by analyzing feedback, creating personas, and collaborating with stakeholders on a service-based, visually engaging layout with customizable filtering, which resulted in increased user engagement, improved task efficiency, and streamlined development through responsive front-end coding.
- Created style guides and reusable components for web and mobile apps to ensure brand consistency and efficiency using the Material Design system.

Senior UI Designer - Boulder County Department of Housing & Human Services, CO Jul 2020 - Mar 2022

- Oversaw the UI/UX strategy to merge two client management systems with distinct user bases and needs while updating the system to modernize the UI and improve UX for current and future users.
- Conducted site audits, user interviews, surveys, and stakeholder discussions to develop proposals for merging user bases and systems and introducing new and improved site features.
- Coordinated with full-stack engineers to align on various proposals to design new interfaces, produce mockups and UI prototypes, and build the front-end UI using HTML, CSS, JavaScript, and Knockout.js.
- Initiated the installation of a front-end design system to update the site UI and create a digital style guide and component library for ongoing use by engineering teams.
- Designed and launched a new intake form within 24 hours, thus reducing processing time from 20+ minutes to under 5 minutes and improving efficiency during an emergency response.

Product Designer - Ombud, Denver, CO Mar 2018 - May 2020

- Championed user-centered designs to deliver quality user experiences on a SaaS product by leveraging user research, prototyping, flow diagrams, storyboards, and site maps.
- Engaged with product managers, technical leads, customers, and stakeholders to clarify requirements and align objectives.
- Designed and contributed to the development of over 20 pages to enhance the Settings experience for a major product release.
- Built a UI component library and design system to streamline development processes and improve efficiency.

Additional Experience:

UX Designer / Engineer - The Creative Group, Milwaukee, WI / Denver, CO (May 2016 - Mar 2018)

UX / Front-End Lead - Buyseasons, Milwaukee, WI (Apr 2015 - Apr 2016)

Front-End Developer - Lightburn Designs, Milwaukee, WI (Dec 2014 - Apr 2015)

Front-End Developer - GMR Marketing, Milwaukee, WI (Sep 2012 - Dec 2014)

Lead Developer - Ark Media Group, Appleton, WI (Aug 2008 - Aug 2012)

EDUCATION

Associate of Applied Sciences in Web Development & Design - Fox Valley Technical College (2008)

TECHNICAL SKILLS

HTML5 / HTML | CSS3 | LESS / SASS / CSS-in-JS | JavaScript / JavaScript ES6 | Angular | React | Redux | jQuery | Knockout
Backbone | GitHub | Git | Npm | yarn | Material Design / Material UI | Bootstrap | Storybook | WordPress | HubSpot
Content Management Systems | Figma | Sketch | Adobe XD | Invision | Axure | UX Pin | Balsamiq | Adobe CC
Adobe Photoshop | Adobe Illustrator | JIRA | Asana | Trello | MS Visual Studio | VS Code | Aurora