

MOR VIMMER

USER EXPERIENCE DESIGNER

SUMMARY

At the heart of every product interaction is design. As a UX designer, I create designs that are driven by users' needs. With data obtained through analytics, user interviews, and other methods, I strive to understand users' needs and how they can be incorporated in a product's vision. I draw from my extensive technical skills and experience to guide this process. The result is beautiful, functional designs that are simple to use and effective.

EXPERIENCE

VAE Inc. — User Experience Lead

August 2018 - PRESENT

- Implement formal design reviews, establish design documentation (such as design decision and UX debt documents), and lead collaboration sessions to facilitate design discussions.
- Facilitate user interviews and usability testing to help team focus on the end user's needs, problems, and context.
- Conduct stakeholder interviews, as well as both remote and in-person user interviews.
- Participate in and contribute to product strategy discussions.
- Initiate and lead brainstorming activities with team to engage developers, business analysts, and product owners. Utilize a user-centered approach with the goal of creating a delightful and intuitive user experience.
- Manage designers and technical writer.

more@morvimmer.com

www.morvimmer.com

UX Methods

heuristic evaluation
user testing
contextual interviews
focus groups
card sorting
usability studies
personas
journey maps
data research

UX/UI Design

sketching
prototyping
wireframes
mock-ups

Software and Coding

Photoshop
Illustrator
HTML
CSS

Tantus Technologies — Senior User Experience Designer

January 2018 - August 2018

- Created wireframes, storyboards, user flows, process flows and site maps
- Executed all visual design stages from concept to final hand-off to developers.
- Conceptualized original ideas that bring simplicity and user friendliness to complex design.
- Synthesized the information learned, and, when appropriate, created Personas that are used to represent different types of users that interact with the integrated application.
- Created interactive Prototypes.
- Participated in requirements sessions with business stakeholders and end users of the integrated application.
- Conducted user research in the form of interviews, focus groups, surveys, usability testing, and analysis of data.
- Led UX-related meetings and collaborated closely with Product Owner, Business Analysts, and Developers.

TerpSys — Senior User Experience Designer

June 2016 - December 2017

- Led all user-experience related tasks for the U.S. Department of Justice (DOJ) project to develop a document storage web app based on SharePoint in an agile development environment.
- Conducted weekly meetings with customers to discuss future enhancements, present wireframes, and discuss requirements.
- Coordinated and conducted stakeholder interviews; identified key user personas; and performed user task analysis. Used this information to work with product owners and developers to determine the best approach for product design while maintaining consistency and usability.
- Collaborated with teams to identify any technical limitations due to Sharepoint. As appropriate, revised approach while continuously ensuring an improved user experience.
- Created user flow maps, prototypes, and wireframes.
- Developed screens in HTML, CSS, and jQuery.
- In addition to project tasks, mentored company business analysts by providing guidance and support in learning about the user experience design process.
- Facilitated open communication across teams and with client to achieve optimal results.

FEI Systems — Senior User Experience Designer

June 2013 - June 2016

- For multiple enterprise applications in the Health IT industry, evaluated all facets of user experience at the macro and module-specific levels. Determined how to implement design solutions, and how such solutions can be replicated to create design patterns.
- Collaborated with business analysts and subject matter experts to gather business requirements.
- Conducted user research such as contextual interviews, card sorting studies, persona creation, journey maps, and heuristic evaluations to validate user goals. Discussed results with stakeholders and product team, and aligned business requirements with users' goals.
- Planned and led brainstorming sessions with the product team to provide software solutions.
- Using sketches, wireframes, and prototypes, developed user flow, design patterns, and information architecture for new and existing modules.
- Conducted usability testing to ensure final product met users' needs.
- Collaborated with developers to implement final design into software code using HTML, CSS, JQuery, or AngularJS.
- Responsible for 508 compliance testing.

Telophase — Website and User Experience/Front End Developer

January 2009 - July 2013

- Gathered requirements to formulate website prototypes and interfaces, generating fresh ideas and interacting with cross-functional teams.
- Flawlessly translated project requirements into specs.
- Aligned corporate brand with designs to cultivate consistency between marketing collateral.
- Originated and developed front and back-end websites, wireframes, prototypes, and mockups for the Science and Exploration Directorate at NASA Goddard center.
- Conducted user testing to ensure fully functional applications.

Consultant — Website designer and Developer

January 2008 - January 2009

- Generated websites for a wide range of clients, diligently emphasizing usability.
- Launched websites in various content management systems; evaluated appearance in all major browsers to cultivate consistency.
- Planned and programmed interactive flash movies.

Brivo — Graphic and Website designer and Developer

August 2006 - December 2008

- Partnered with the marketing department and CEO to devise marketing materials including monthly advertisements, mailings, brochures, and trade show booths.
- Conceptualized websites paying careful attention to usability and compliance to corporate branding guidelines.
- Formed software interface for hardware and integrated designs from HTML into CMS.
- Consistently adhered to timelines, budget requirements, and company vision.

New Signature — Graphic and Website designer and Developer

August 2004 - August 2006

- Produced websites, print materials, and Flash programs for clients across numerous industries.
- Created HTML and style sheets in compliance with WC standards; integrated templates into CMS as needed.
- Successfully managed projects independently while meeting timelines and working within project budgets.

EDUCATION

Meimad Visual Art School — 1999

Bachelor's Degree in Multimedia Design

Microsoft Developer MCP — 2000