

# Indy Judd

## Product Designer

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 indyjudd.com

## Experience

### **UX Designer @ Symantec** APR 2018 - PRESENT

- Spearheaded creation of design system, eventually leading to company-wide standardization effort
- Educated nondesigners on the value of design done right; established cross-functional process
- Work on multiple products defining success metrics, getting team buy-in on product vision, research, sketching for minimal input/maximum output, UI design, prototyping and testing, presenting, etc.

### **UX Design Mentor @ DevMountain** JAN 2018 - PRESENT

- Answering questions, providing guidance, teaching, running workshops, helping students however I can
- Ask questions of students to facilitate critical thinking and dialogue
- Provide real world context for why and how methodologies/theory are effective

### **UX Designer @ Tölvur** FEB 2018 - MAR 2018

- Created landing page to measure & increase interest, as well as validate business ideas
- Assisting with the creation of a growth hacking and marketing plan
- Created branding for Tölvur with feedback from CEO
- Furnished an investor pitch deck designed to persuade

## Education

### **d.MBA** OCT 2018 - JAN 2019

- First business course from former IDEO business designer, Alen Faljic, developed specifically for designers
- Material included industry and competitor analysis, business models and strategies, metrics for business and design, and prototyping with numbers

### **DevMountain** AUG 2017 - DEC 2017

- Partially self-taught with articles, courses, and books before enrolling in DevMountain to gain access to direct mentorship and project curriculum
- Learned from senior level designers to design directors from companies like InMoment and Lucid
- I maximally leveraged my time there by reducing my hours at work and spending all free time practicing, reading, and speaking with my mentors and instructors

### **Salt Lake Community College** JAN 2016 - MAY 2017

- Enrolled in the Architecture program where I became familiar with design thinking and other design principles
- After researching UX Design, determined I would prefer the faster iterative cycle and more quantifiable impact of that discipline