



**Stuart Gordon**

*Visual and User Experience Designer*

**portfolio:** [uxfol.io/stuartgordon-ux](http://uxfol.io/stuartgordon-ux)

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**S K I L L S**

- User Experience (UX) Design
- User Interface (UI) Design
- Visual and Graphic Design
- Information Architecture
- Sketching and Storyboarding
- User Research
- Usability Testing
- Presentations

**U X P R O C E S S**

- Affinity Mapping
- Card Sorting
- Contextual Inquiry
- Competitive/Comparative Analysis
- Heuristic Evaluation

**T O O L S**

- Adobe Illustrator, XD PhotoShop
- Sketch
- InVision
- Figma
- Framer
- MS Office
- HTML, CSS

**E D U C A T I O N**

**General Assembly**

UX Design Immersive

**University of Michigan (edX)**

UX Research and Design

**Otis College of Art & Design**

BFA, Visual Communications

Experienced UX designer, visual designer, and strategic problem solver. I draw from a broad range of skills including graphic and visual design, marketing, research, analysis, information architecture, interaction design, prototyping, and an iterative process to create compelling and useful user experiences.

**W O R K E X P E R I E N C E**

**Current** • **Lead Visual and UX Designer**

**4/2019**

*Sound Family Medicine*

*Puyallup, WA*

Currently, I spearhead the website redesign and rebranding for Pierce County's largest independent medical group.

- Formed User Experience design team and led development.
- Developed sketches, sitemap, flows, wireframes, prototypes, and high fidelity mockups.
- Planned and performed usability testing.
- Developed and maintain website style sheet.
- Create all print and digital marketing materials.
- Collaborate closely with the marketing team, SEO specialist, executive leadership, developers and digital services team.

**4/2019**

• **Sr. Visual Designer**

**7/2012**

*Kaiser Permanente*

*Renton, WA*

Crafted a full range of branded, member-focused communications in print and digital formats supporting strategic corporate priorities.

- Created print and digital marketing assets.
- Designed & coded monthly email campaigns
- Designed websites (desktop + mobile), landing pages, emails, video, and social media.
- Performed usability testing.
- Presented data and analysis to leadership.

**7/2012**

• **Art Director and Visual Designer**

**5/2008**

*Stu Art + Design*

*Seattle, WA*

- Designed layout and format of sales/marketing materials, integrating typographic, photographic, illustrative, and graphic elements.
- Developed a variety of creative projects including websites, email, social media, presentations, brochures, advertisements, catalogs, direct mail, corporate identity, and packaging.

Clients included T-Mobile, PacMed, Integrity Health, Kenworth, ERA Living, Coral Supplements LLC, etc.