



## STUART GORDON

Visual and User Experience Designer

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

email: [stuart@stu-art-design.com](mailto:stuart@stu-art-design.com)

[linkedin.com/in/stuartgordon210](https://www.linkedin.com/in/stuartgordon210)

Call or text (425) 466-7973

## 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
- Affinity Mapping/Card Sorting
- Heuristic Evaluation
- User flows
- Interactive prototypes
- Annotated wireframes
- Presentations

## T O O L S

- Adobe (AI, INDD, XD, PhotoShop)
- Sketch
- InVision
- Figma
- MS Office
- Agile methodology
- Waterfall project management
- 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

As a designer with a background in UX, UI and marketing, my ambition is to elevate, connect, and empower people through inclusive and long-lasting design solutions. I'm known for being patient, determined, detail-oriented and for helping businesses expand their capacity for impact.

## 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*

Inhouse UX, UI, visual designer for E. Pierce County's largest independent medical group.

- Lead entire rebrand including complete website redesign.
- Develop and present documentation, user flows, annotated wireframes, and interactive prototypes.
- Ensure that established design standards are consistently and appropriately applied within design work.
- Leverage user testing and data to make product improvements.
- Engage with product management, SEO specialist, executive leadership, business stakeholders, and third-party vendors.

### 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.