



STUART GORDON

Sr. User Experience (UX) Designer

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

T O O L S

- Adobe (AI, INDD, XD, PhotoShop)
- Sketch
- Axure
- Figma
- InVision
- MS Office
- Agile methodology
- HTML, CSS

E D U C A T I O N

General Assembly

Certificate, UX Design Immersive

University of Michigan (edX)

UX Research and Design

Otis College of Art & Design

BFA, Visual Communications

With a professional 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** • **Sr. UX Designer (contract)**
1/2022 *Optum Care, Minneapolis, MN*
 - Refine & optimize the user journey for complex medical application systems to make it as easy and seamless as possible.
 - Apply brand design: color, typographical consistency, icons, and WCAG accessibility guidelines.
 - Iteratively refine designs based on feedback and collaboration with stakeholders and peers.
 - Perform research, heuristic evaluations, and usability studies.
 - Work closely with developers and QA teams.
 - Manage multiple projects at a time.
- 1/2022** • **UX and UI Designer (contract)**
6/2021 *The CDC, Atlanta, GA*
 - Contract UX, UI, visual designer servicing The CDC (U.S. Government).
 - Solved complex data visualization challenges and produce wireframe prototypes for presentations.
 - Applied visual CDC brand color, typography consistency and WCAG guidelines.
 - Created and iterated detailed hi-fi prototypes within established design systems.
- 6/2021** • **Sr. Visual, UX, and UI Designer**
4/2019 *Sound Family Medicine, Puyallup, WA*
 - Led rebrand and complete website redesign.
 - Developed and presented documentation, flows, annotated wireframes, and interactive prototypes.
 - Ensured that established design standards were consistently applied within design work.
 - Researched users, wrote usability plans.
- 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 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, websites, email, social media, presentations, brochures, advertisements, catalogs, direct mail, corporate identity, and packaging.