

# David Fenigstein

## UX DESIGNER

Baltimore-based UX researcher and designer; creating solutions that make complex concepts simple, understandable, and enjoyable. Experience and interests include science, education, and healthcare.

### EXPERIENCE

#### STRATEGIC EDUCATION, INC

UX STRATEGIST | DECEMBER 2019 - OCTOBER 2020

- UX Lead across 5 teams in SEI's marketing division
- Created wireframes and content strategy for a new page that resulted in 200 new enrollments within the first 5 days of launch.
- Overhauled the Personal Education Plan tool, a tool with the highest engagement on the Strayer University web page.
- Redesigned the scholarship section of the Strayer University paid media landing pages, resulting in a 20% increase in engagement.
- Led empathy and journey mapping workshops to shift to a user-first approach on a rebuild of the Sophia webpage.

#### LEARNING WITHOUT TEARS

SR. UX DESIGNER | JUNE 2018 - NOVEMBER 2018

- Conducted a heuristic analysis of the lwtears.com website and created wireframes and offered recommendations to create a more streamlined customer experience.
- Created wireframes for the Capital Start campaign using Balsamiq, and suggested content strategy in conjunction with stakeholders.
- Created wireframes using Sketch for the onboarding process of the Plus Live Dashboard easier, removing two unnecessary steps to getting started.
- Updated userflows using Gliffy for the checkout process and onboarding process for two products.

#### GEORGE WASHINGTON UNIVERSITY

ADJUNCT FACULTY | FEBRUARY 2018 - AUGUST 2018

Developed curriculum and taught a UX/UI Design certification program that provides students with hands-on training in: ♦ User-centric design research & analysis; ♦ Brand & visual design theory, including color, typography, & iconography; ♦ Information architecture & wireframing; ♦ User interface design & storyboarding; ♦ Prototyping & usability testing; ♦ Web design with HTML5 & CSS; ♦ Interaction design with JavaScript & jQuery

### TOOLS

SKETCH  
ADOBE CS  
INVISION  
GIT

### SKILLS

INTERACTION DESIGN  
USER RESEARCH  
INFO ARCHITECTURE  
WIREFRAMING  
RESPONSIVE DESIGN  
RAPID PROTOTYPING  
USABILITY TESTING  
CONTENT STRATEGY

### EDUCATION

GENERAL ASSEMBLY  
2014  
UX DESIGN IMMERSIVE  
PROGRAM

UNIVERSITY OF  
MICHIGAN  
2012  
M.S.E., ELECTRICAL  
ENGINEERING  
2010  
M.S., ATMOSPHERIC,  
OCEANIC, AND SPACE  
SCIENCES

OBERLIN COLLEGE  
1997  
B.S., PSYCHOLOGY

## LEIDOS

UX RESEARCHER & DESIGNER | APRIL 2016 - DECEMBER 2017

- Engineered usability tests and designed prototypes within an agile environment for a Data Warehouse website
- Directed and mentored a team of 5 in execution of that plan and acted as Scrum Master for the project.
- Coordinated and executed user interviews, ideation sessions, and stakeholder meetings in development of a new application for scientific collaboration.
- Built a set of standards creating consistency for all applications on the NHLBI Intranet in collaboration with Leidos developers and NHLBI designers.
- Received an award for my design updates to a Dashboard application.

## ADDITIONAL EXPERIENCE

### CONSUMER FINANCIAL PROTECTION BUREAU

UX RESEARCHER & DESIGNER | AUGUST 2015 - NOVEMBER 2015

- Composed screeners and moderators guide for user interviews with reporters, researchers and consumers for the next version of the Consumer Complaint Database.
- Designed a new streamlined process for selecting new Consumer Advisory Board committee members and delivered recommendations to the Human Capital team.
- Coded the design manual page and devised rules on site notifications and error messaging.

### VT iDIRECT

UX RESEARCHER | OCTOBER 2014 - MAY 2015

- Started a redesign of the entire IP Satellite installation service from end-to-end by
  - Collaborating with back-end and architecture team to redesign interfaces, simplifying procedure and appearance.
  - Working with the installers and customers to understand the complete process of launching the service.
- Performed heuristic analysis, applying UX best practices to identify and fix bugs, and identify areas where the interface did not adhere to the high level design document.
- Developed subject matter expertise in satellite based communication to best apply UX practices to company products.