



# Freddie Gumm

UX/UI DESIGNER | ART DIRECTOR

## CONTACT

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## ABOUT ME

I am a UI/UX designer with 10+ years of experience in graphic design. I am committed to excellence in my mindset, lifestyle and personal development.

## SKILLS

User Research	Personas	Agile Method
Wireframing	User Flows	Heuristic Analysis
Prototyping	Empathy Maps	Journey Maps
User Story	Design Sprint	Competitive Analysis
User Interviews	Affinity Maps	Interactive Design
User Testing	Usability Testing	Data Analysis

## SOFTWARE

Adobe CC	InVision	Keynote
Sketch	Miro	Zeplin
HTML/CSS	PowerPoint	Figma
Photoshop	Illustrator	Adobe XD
Google Suite	Microsoft Office	Survey Monkey
Marvel	Dreamweaver	Indesign

## EDUCATION

**Springboard UX Design** 2022  
Career Track Certification

Robust industry mentor-led course with 900+ hours immersive course in UX methodologies and technologies.

**Fashion Institute of Technology** 2009  
Bachelors of Fine Arts  
Graphic Design with Honors

## EXPERIENCE

### ePaul Dynamics

UX/UI Design Lead

02/21 - 07/22 (Contract)

- Spearheaded the concept of a portal for New York State agencies to submit purchase request quotes for MRO on state contracts
- Consulted with senior management and stakeholders to ensure that design methodology was understood and accepted
- Managed the team's activities of analysis and process design to create high-quality solutions that provide great experiences
- Conducted usability testing and translated findings into product improvements

### Testa Communications

Digital Art Director

08/10 - 01/21

- Led design for Product, Marketing and Video Content efforts focused on making the DJX brand relevant for the global community of professional DJs increasing attendance for DJX Show by 47%
- Helped establish and reinforce consistent interaction design patterns across brand platforms
- Led the creative direction for a major rebranding campaign, resulting in a 35% increase in brand awareness and a 60% increase in sales

### Gumm Design

UX/UI Designer

05/09 - Present

- Experience in leading and mentoring design teams and collaborating with cross-functional teams, including product managers, and developers
- Worked collaboratively across different teams with different skill sets (Product Analysts, UI and Application Engineers.)
- Strong understanding of web technologies and front-end development frameworks such as HTML, CSS, and JavaScript

## UX CASE STUDIES

### BlueMont Global Website

UX/UI Designer

09/22 - 11/22

- Collaborated with my design team through all phases of the agile design process, including planning the project, conducting user research, creating high-fidelity interactive prototypes, and testing them with users
- My role was to lead the UI design process for creating an efficient onboarding procedure for users by communicating solutions by creating site maps, style guides, wireframes, and prototypes using Figma

### Savr GV Design Sprint

UX/UI Designer

7/22

- Modified Google Design Sprint process for the Savr Cooking App involved several key steps to explore a solution for the business question posed.
- Synthesized research from the Savr Cooking App; Identified pain points in the user web experience; Mapped out user flows; Sketch a storyboard; Created a rapid prototype; Conducted usability testing, and iterated

### Get It Done App

Product Designer

05/22 - 10/22

- Independently developed an app to help users manage their goals, using a user-centered design process
- Conducted secondary research and user interviews, synthesized research, and created an affinity map, empathy map, personas, and user stories to inform the ideation and design process
- Designed a sitemap, user flows, sketches, wireframes, wire flows, lo-fidelity mock-up, and hi-fidelity app prototype
- Performed guerilla usability testing in the sketch phase, three rounds of usability testing with the prototypes, and developed resulting iterations