Christopher West
UX & UI Designer

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Core

Specializing in mobile and web applications with strengths in user-centric experience design and visual/technical skills.

Key contributor to multiple large scale products with millions of users, leading products from conception through live ops.

Competencies

UX/UI Design - Mobile & Web
Wireframing
User flows
Information Architecture
Prototyping
User Testing

Figma
Sketch
Adobe Creative Suite
Framer
Unity

xHTML
CSS
jQuery
JavaScript

Education

Interactive Digital Media degree
Gobelins, l'école de l'image
2008

Bachelor's degree in Visual Communication/Marketing
ESDI
2007

Professional Experience

UX Designer II
Amazon AWS - 2020 - Present
Working on an AI/ML tool for computer vision at the edge named <u>AWS Panorama</u>.

Lead Experience Designer
WonderWorkshop - 2016 - 2020

Creating educational mobile apps for children & web based teacher to teacher and teacher to student SaaS products.

-User research/interviews of target audience to define problems and product goals.
-Wireframe & produce effective user flows and interfaces.
-Collaborate with a small team of creatives & engineers.
-Perform user testing in classrooms and define action items for next steps.
-Making fun products that teach children of various age groups how to program using state machines, blocks & javascript.

<u>Selected Accomplishments:</u>

• Greatly improved intuitiveness of the onboarding experience for our main app Wonder for Dash. Through a few months of user testing we were able to see both new and existing users get a better and quicker understanding of the app feature capabilities.

• Produced & delivered an app experience for our new robot named Cue targeted for children 11 and above. Created an experience that encompassed various robot avatars with a chat system, account system & two different coding paradigm features. Collaborated with an engineering team from Microsoft to cohesively integrate the Makecode framework into our product.

• Created Cue for Education by taking our previous product for home audiences and adapting the UX for teachers and students. Worked with our education team to collect feedback and interview teachers to understand their needs. Adapted the product as a progressive web app that would work well on Chromebooks and Win10 computers.

Lead User Interface and Experience Designer
Disney Interactive - 2014 - 2016

Manage a small team of two senior UX/UI designers. Lead large products that require road-mapping, precise scoping, and prioritization in order to deliver under tight deadlines. Create innovative, immersive, and holistic experiences for target audience. Review feature documentation and translate them into user flows, wireframes, and prototypes. Create high-quality visuals that are aligned with Disney branding and deliver them integration-ready to engineers. Improved the production pipeline by identifying the needs of the UI team as well as that of the other disciplines.

<u>Selected Accomplishments:</u>

• Continuously identified strategies to evolve and advance visual style and usability. Consistently improved output and quality by reviewing team workflow.

• Strengthened the UI team by providing ownership and responsibility, improving UI pipeline with engineers, and consolidating knowledge through documentation.

• Championed a mobile-first approach for a cross-platform and cross-device support to seamlessly translate games to mobile.

User Interface and Experience Designer
Disney Interactive - 2010 - 2014

Freelance Interaction Designer - 2009 - 2010
Flash Animator/ Webdesigner - PublicisNet - 2007 - 2008