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| Randy Young | UI/UX Design | Creative Direction |

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| PORTFOLIO | <http://www.randymyoung.co> | | |

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| Profile |  |
| In my more than 10 years spent as a UI/UX designer I have helped create web, mobile and experiential applications for a wide range of clients all sharing impressive metrics of success and improvement. My goal is to always make the user experience as enjoyable, intuitive and useful as possible. I do so by making sure all appropriate steps are taken to deliver a successful product through the entire design and development process. I thrive on collaboration of ideas and believe that the best designs emerge from diverse perspectives. The spectrum of challenges I have faced have armed me with a wealth of knowledge and experience and overcoming those challenges are what makes it exciting and fulfilling as a creative professional. UX at its core is about problem solving and I start each new endeavor with the intention of identifying and solving problems until the defined vision is achieved. | |

Employment History

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| Aug 2014 – Present | Senior Product Designer |
|  | FaceCake Marketing |
|  | * Principal UX lead for successful B2B and B2C product launches. Client list includes companies such as the NFL, Chanel, Disney, Target, NARS and Macerich. * Involved in hiring process, mentoring and management of the creative team. * Create storyboards, wireframes, user-flows, and prototypes to present to stakeholders. * Management of contract designers and third-party vendors as necessary. * Successful product launches have led to a 3x conversion rate online with 5x on mobile,  a 30% increase in basket size, and over 3.5x increased retention rate. |

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| July 2008 – Aug 2014 | UI/UX Designer |
|  | FaceCake Marketing |
| * Helped to establish and maintain the brand identity for FaceCake and the products developed in-house as well as maintained brand integrity for clients and partners. * Designed effective web, mobile web and native mobile eCommerce solutions for prestige brands adhering to brand guidelines and business goals. * Participated in brainstorms and requirements definition process with Product and Engineering teams. * Successful campaigns saw more than 5 minutes of additional engagement time and 4x increased open rate of email marketing. |

Education

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| Aug 1998 – Dec 2002 | Academy of Art University |
| SAN FRANCISCO | Bachelor of Fine Arts |
| The curriculum centered around user centered design and user experience with a foundation in traditional art and design. At the Academy I focused heavily on advanced image editing and compositing as well as web and interactive design. |

Skills

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| * Photoshop | * Adobe XD | * Prototyping | * Responsive Design |
| * Illustrator * Figma | * Wireframing * Storyboarding | * Typography * Mentoring | * Mobile Design * Data Management |