

Jeffrey Anderson

Portfolio: Jeffprongo.com

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UX/UI DESIGNER

With over 25 years in the UI/UX design field, I bring a wealth of experience and a track record of success, including transformative projects for Renewance, CVS Health, Apple, CircleK, and Prongo.com. My expertise lies in leveraging tools like Figma to deliver user-centered design solutions that align seamlessly with business goals.

AREAS OF EXPERTISE

- **Design Tools:** Figma, Sketch, Adobe Creative Suite, Miro, FigJam,
- **Testing & Research:** Usability Testing, A/B Testing, User Research, Analytics
- **Design Systems:** A11y & WCAG Compliance, Mobile-First Design, Visual Design, iOS, Android
- **Methodologies:** Agile, SAFe, Project Management
- **Other Tools:** Microsoft Office 365, Rally, Jira
- **Web Technologies:** HTML, CSS

EXPERIENCE

Renewance Inc., Elmhurst, IL (Contract) | Senior UX/UI Designer

Dec 2023 – Mar 2024

- Led design for Renewance Connect™, focusing on seamless, intuitive UX for industrial battery management.
- Created a design system in Figma to ensure visual and functional consistency.
- Used user research and feedback to design user-centric interfaces, boosting engagement and satisfaction.
- Led rapid prototyping and agile design for stakeholder alignment and project goals.
- Designed and demoed the app to secure project funding, showcasing innovative features.
- Delivered visually appealing and functional designs with strong composition, typography, and visual balance.
- Developed detailed journey maps and storytelling techniques to illustrate user pathways and enhance stakeholder understanding.

Results: Successfully secured funding for project completion by demonstrating the app's innovative features and user experience improvements, significantly enhancing the project's scope and potential impact on the company's future.

CVS Health, Woonsocket, RI | Senior Experience Designer

Apr 2021 – Aug 2023

- Spearheaded UI/UX design strategies for mobile experiences across multiple platforms.
- Conducted research to identify and resolve usability issues on CVS Health eCommerce website.
- Led the development of the 'Check Drug Cost' feature, reducing call center inquiries by 6.82%.
- Created a comprehensive Design System using Figma for unified visual language across platforms.
- Managed advanced prototyping and design-to-development handoffs.

Results: Enhanced user satisfaction and operational efficiency, with the 'Check Drug Cost' feature alone reducing call center inquiries by 6.82%. The implementation of a unified Design System improved design consistency and collaboration across teams, leading to a more streamlined and effective design process.

Apple Inc., Cupertino, CA | User Interface Designer

Jul 2019 – Mar 2020

- Localized print and digital marketing materials for Apple's global campaigns.
- Redesigned sections of Apple's website for country-specific audiences, ensuring the brand's essence remained intact while integrating interaction design.
- Leveraged Adobe Photoshop, Illustrator, and InDesign for design and formatting to meet tight deadlines, ensuring timely completion for Apple's keynote product launch.

Results: Successfully delivered high-quality, localized designs that met the critical deadline for Apple's keynote address, contributing to the successful global launch of new products.

AGWS Inc., Warrenville, IL | Senior UX/UI Designer

May 2018 – Mar 2019

- Conducted UX research for user-friendly mobile apps for iOS and Android interfaces for dealers and end-users.
- Designed and prototyped apps for vehicle warranty details and locating repair centers.
- Used Adobe Creative Cloud, and Figma for wireframes and prototypes to final dev handoff.

Results: Completed the research and design of mobile applications, enhancing user engagement and satisfaction by providing intuitive and accessible interfaces for warranty and repair center information.

Creative Circle LLC., Chicago, IL | Visual Designer

Dec 2015 – Nov 2017

- Partnered with over 15 companies on diverse projects from print designs to UX solutions.
- Created specialized design solutions for leading dental product brands like Oral-B and Orbit, including sell sheets, web campaigns, packaging, and magazine layouts.
- Led social media campaigns, capturing and editing product photographs to align with brand standards.
- Designed digital and print banners for premium car dealerships to enhance brand visibility and engagement.

Results: Delivered impactful design solutions that boosted client engagement and brand visibility, contributing to increased product sales and successful marketing campaigns across multiple industries.

Richards-Wilcox, Inc., Aurora, IL | Visual Designer

May 2005 – Jun 2014

- Developed an e-commerce interface and electric shelving software system.
- Maintained and designed websites, saving substantial costs and creating new revenue streams.
- Created compelling visual content for social media campaigns, enhancing user engagement.

Results: Achieved substantial cost savings of \$500,000 by developing in-house design solutions for electronic shelving systems tailored to government needs. Increased revenue through the implementation of a new e-commerce platform and improved dealer satisfaction and engagement through effective design collaborations and marketing efforts. The e-commerce initiative notably led to a 15% increase in online sales within the first year.

Prongo Group LLC., Aurora, IL | UX/UI Designer | Founder

Jun 1999 – Present

- Founded Prongo.com, creating a leading educational platform with significant user engagement.
- Created an IOS App of interactive games for the iPhone.
- Designed, animated, illustrated, and programmed over 300 educational games, driving substantial user growth.
- Developed educational content for various platforms, including mobile, Xbox, and Facebook.
- Created and sold 14+ AI-generated coloring books on Amazon.
- Conducted UX research, prototyping, user testing, and design work for multiple companies, including CircleIt LLC, focusing on ease of use and user-centered design for mobile apps for IOS and Android.

Results: Prongo.com achieved over 10,000,000 monthly page views and a top global Alexa ranking of 4,000 at its peak. The site was recognized as a leading children's educational website, maintaining a top 100,000 ranking globally until 2017. The educational content and games contributed to high user engagement and retention, establishing Prongo.com as a go-to resource for interactive and educational content.

EDUCATION

Associate Degree in Advertising, Design & Illustration
College of DuPage, Glen Ellyn, IL