Dustin Vowels
UX Designer

www.vowelsdesigns.com
dustin@vowelsdesigns.com
270.724.9023

Experience

UX Designer / Shoe Carnival
November 2021 to Present - Evansville, IN

- Led UX efforts from concept through launch including ideation, prototyping, documentation, collaboration
- Work closely with product managers and designers as well as other creative resources
- Developed wireframes and prototypes of solutions using tools such as Figma and XD depending on project needs.
- Conducted research through interviews, usability testing, competitive analysis, etc., to identify opportunities for improvement

Website Manager / Caudill Seed Company
May 2018 to November 2021 - Louisville, KY

- Design, developed, and market website from concept to profitability
- Developed and manage digital content
- Ensured website functionality, monitor assets and report on website performance
- Lead online marketing projects requiring development work and ensure CMS updates are finished
- Maintain optimal website performance

Website Designer / eLuxury.com
July 2015 to May 2018 - Evansville, IN

- Developed new features of website functionality
- Design adaptive layouts to maintain a consistent user experience
- Manage existing and new website data feeds and programs
- Prepare weekly and monthly reports of website performance

Education

University of Southern Indiana /
Evansville, Indiana
Bachelor of Science in Art – Interactive Media Emphasis

Ivy Tech Community College /
Evansville, Indiana
Associate of Applied Science in Visual Communication

Skills

Design: Illustration & UI graphics • User Flows • Concept Sketches • Wireframes & Mockups with Adobe XD and Illustrator • Style Guides and Pattern Library • Strategy and Visual Presentations • Motion Graphics • Print • Web Design

Prototyping: Interactive workflows through HTML/CSS/JS • Rapid Prototyping using Figma and Adobe XD • Building prototypes with Bootstrap

Research: Data Analysis using Google Analytics • A/B Testing and Experiment • Task Analysis & Persona Hypothesis • Cognitive Walkthrough

Collaboration: Facilitating Design Critiques both digital and in person • Communicative • Self Starter • Flexible • Detail Oriented