

# Dustin Vowels

## Senior UX Designer

[www.vowelsdesigns.com](http://www.vowelsdesigns.com)  
[dustin@vowelsdesigns.com](mailto:dustin@vowelsdesigns.com)  
[linkedin.com/in/dustinvowels](https://www.linkedin.com/in/dustinvowels)  
270.724.9023

Senior User Experience Designer with 12 years of experience in the ecommerce and retail industry. Proven track record of success in improving user satisfaction and engagement for notable companies such as Shoe Carnival and True Velocity. Strong skills in design maps, user journeys, and wireframes. Led the development of a new design system that improved consistency and scalability across multiple platforms. Improved user satisfaction and engagement by 15% through user research and usability testing.

### Skills

Illustration & UI graphics, User Flows, Concept Sketches, Wireframing, Design Systems, Pattern Libraries, Web Design, Interactive workflows through HTML/CSS/JS, Rapid Prototyping using Figma and Adobe XD, A/B Testing and Experiment, Task Analysis & Persona Hypothesis, Communicative, Self Starter

### Experience

#### Senior User Experience Designer / True Velocity

April 2023 to June 2025 - Remote

- Led UX design for tvammo.com, increasing engagement by 20% and lowering bounce rate by 15%.
- Collaborated with developers to translate user needs into wireframes, mockups, and prototypes
- Introduced design system, enhancing UI component consistency and cutting development time by 30%
- Leveraged industry benchmarks to improve task completion by 20% and reduce conversion friction

#### User Experience Designer / Shoe Carnival

November 2021 to April 2023 - Evansville, IN

- Led UX efforts from concept through launch including ideation, prototyping, documentation, collaboration
- Collaborated and developed new design system to ensure consistency and scalability across multiple platforms
- Improved user satisfaction and engagement throughout the Shoe Carnival ecommerce experience
- Conducted research through interviews and usability testing to identify opportunities for improvement

#### Website Manager / Caudill Seed Company

May 2018 to November 2021 - Louisville, KY

- Designed and managed company website leading to an additional 110% increase in new users
- Launched 3 web site redesigns from inception to completion which consisted of over 500 web pages
- Managed a team of 4 web programmers and writers that provided back end support
- Generated revenue through online campaigns, online account originations, and creative and engaging ads

### Education

#### University of Southern Indiana / Evansville, Indiana

Bachelor of Science in Art – Interactive Media Emphasis

August 2011 to May 2013

#### Ivy Tech Community College / Evansville, Indiana

Associate of Applied Science in Visual Communication

August 2008 to May 2011