**sean86753@gmail.com**

**314-956-9506**

Denver, CO 80211

## Skills

- Figma
- Adobe XD
- Sketch
- InVision
- Axure
- Zeplin
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Blender
- ZBrush
- Mural
- HTML
- CSS / SCSS
- JavaScript / jQuery
- Git / GitLab
- Accessibility
- Bootstrap
- Material UI
- React
- Angular
- WordPress
- DNN
- BigCommerce
- SEMRush
- Ubersuggest
- Google Analytics
- Journey Mapping
- Empathy Mapping
- Canvas.js
- Kendo UI
- Sharepoint

# Sean Duff

## Summary

I've designed and developed interfaces for companies in financial, marketing, e-commerce, and educational industries. Within these industries, I've created low-fidelity / high-fidelity mockups, prototypes, responsive websites, and mobile apps. I've also worked as a UX strategist and researcher, making sure that my digital products are WCAG-compliant, optimized, and follow best UI/UX practices and standards. With over 8 years of digital product design experience, I can create user-friendly design systems from start to finish for a wide variety of industries.

## Experience

**Gateway Web Design - Freelance Website Designer And Developer**
*01/2024 - Current*

- Developed custom WordPress themes and applications using React and Angular to improve user experience and site functionality.
- Designed low-fi and hi-fi mockups for responsive websites and applications, developed software, and implemented SEO strategies for clients Puttshack, Qualified, and Octavious Marks to enhance online visibility.
- Delivered SEO services including keyword research, site speed optimization, and social media campaigns, utilizing tools such as Google Analytics and SEMrush.
- Created clickable prototypes using Figma and Adobe XD to visualize design concepts.
- Conducted user research through interviews and strategy engagements to identify pain points for redesign projects and benchmarked strategies to establish competitive landscape.
- Designed visual branding elements, including logos and illustrations.
- Meet WCAG standards for ADA compliance.

Environment: Adobe XD, Figma, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Sketch, HTML, CSS, JavaScript, WordPress, DNN, Bootstrap, Power BI, Canvas.js, IOS, Android, React, React-Native, Angular, SEMrush, Ubersuggest, InVision, Mural

**PNC Bank (CGI) - Senior UI / UX Designer**
*12/2022 - 01/2024*

- Collaborated with BSAs, product owners, and engineers to design user interfaces for Service Business Processing application at PNC Bank, improving design system and updating style guide to enhance user experience.
- Redesigned SCRA workflow based on UX strategy and research, enhancing user experience by addressing accessibility issues, introducing new components such as progress bar and navigation options, and integrating with Kendo UI library.
- Conducted accessibility checks on all mockups and screens to ensure WCAG compliance, enhancing overall usability.

- Confluence
- Jira

## Education And Training

*12/2019*
Fullstack Website Development
**Fullstack Academy**
Chicago

*05/2016*
C# / .NET, GQL
**Launchcode**
St Louis

*12/2013*
**Bachelor Of Arts**:
Visual Communication
**Saint Louis University**
St Louis, MO

## Websites, Portfolios, Profiles

- https://www.behance.net/seanduffartwork
- https://www.gatewaywebdesign.com/

- Developed and maintained CSS stylesheet for SBP, implementing new styles and resolving bugs while ensuring accessibility compliance through thorough checks.
- Adhered to RLCS agile methodologies - participating in daily stand-ups and weekly peer reviews.

Environment: Adobe XD, Figma, HTML, CSS, SonarQube, SharePoint, Kendo UI, Confluence, InVision, Sketch, Axure

**PNC Bank (CGI) - Lead UX Strategist And Designer**
*07/2022 - 12/2022*

- Compiled findings into a vision book for the SCRA benefits team, redesigning the interface to address pain points and compliance issues while enhancing workflow and visual appeal. Journey maps, empathy maps, and mockups designed in Figma.
- Led interviews with SCRA team members at PNC Bank to uncover workflow and interface issues, categorizing responses into motivations, challenges, and desires.
- Facilitated team discussions by organizing pain points and potential solutions into an affinity map, prioritizing design improvements.
- Developed journey maps illustrating current and future state workflows for processing SCRA benefits, highlighting key decision points for processors.
- Researched competitive banks' SCRA request processes, analyzing intake channels, strengths, and self-service options.
- Researched how other interfaces handled chronological processes where decisions needed to be made based on relevant information.
- Utilized Figma to design user interfaces and create prototypes.

**PNC Bank (Mastech Digital) - Lead UI / UX Designer**
*10/2021 - 04/2022*

- Developed logos, graphics, and wireframes to improve UX and streamline navigation for Enterprise Architecture teams at PNC Bank, leveraging Confluence for effective collaboration.
- Designed mock-ups for new products and pages using Adobe Creative Suite - XD, Illustrator, Photoshop, and Figma to enhance design system consistency.

Environment: Adobe XD, Adobe Photoshop, Adobe Illustrator, HTML, CSS, JavaScript, Confluence, Figma, Tableau, PowerBI

**MidwayUSA - UI / UX Designer**
*02/2021 - 10/2021*

- Designed and developed new pages and functionality for midwayusa.com through HTML, SCSS, JavaScript, and React.
- Participated in design sprints to redesign header, footer, and content for midwayusa.com, leveraging competitive insights from Baymard Institute research.
- Created mock-ups for new products and pages using the Adobe Creative Suite (XD, Illustrator, and Photoshop). Added to existing design system.
- Conducted accessibility and UX testing using Axe Dev Tools and Google Optimize, improving overall user experience.
- Used A/B testing tools (Google Optimize) to test whether one design solution led to more conversions than another.

- Analyzed checkout processes across 25-30 competitors, testing UX for payment/shipping entry and order confirmation emails, resulting in optimized ordering experience on Midwayusa.com.

Environment: Adobe XD, HTML, SCSS, JavaScript, React, Adobe Photoshop, Adobe Illustrator, iOS, Android

**Black Raven AFC - Website Designer And SEO Specialist**
*09/2020 - 08/2021*

- Designed and developed mobile-responsive marketing websites in WordPress with Adobe XD and Elementor, boosting user engagement.
- Optimized WordPress websites for speed, accessibility, and SEO elements, increasing search visibility.

Environment: Adobe XD, Adobe Illustrator, Google Analytics, Google Search Console, SEMRush, Ubersuggest, WordPress, Divi, Elementor

**Riverside Insights (Hitalents) - Lead UI / UX Designer**
*01/2020 - 09/2020*

- Designed reporting interface 'Elevate' to improve user experience for students, teachers, and administrators at Riverside Insights.
- Developed clickable, mobile-responsive prototypes for Elevate using HTML, CSS, JavaScript, jQuery, and Canvas.js, enhancing user engagement.
- Redesigned 'Data Manager' platform to enhance accessibility for users across all reporting levels.
- Designed 'Report Admin' interface to streamline data collection processes for software engineers across various projects.

Environment: Sketch, Zeplin, Adobe Photoshop, Adobe Illustrator, HTML, CSS, JavaScript, jQuery, Miro, Canvas.js, Micro Strategy, InVision

**E-Merge Interactive (Creative Circle) - Lead Frontend Developer**
*05/2019 - 07/2019*

- Created and modified pages for nurse-training website using JavaScript, jQuery, and GSAP library, improving user engagement and interaction.
- Developed website with DNN Content Management System, facilitating efficient content management and updates.

Environment: HTML, CSS, JavaScript, GSAP, DNN

**Plum Grove Inc. - Website Designer**
*07/2017 - 05/2019*

- Created and managed over 30 responsive e-commerce websites built in WordPress and Pressero content management systems.
- Utilized HTML, CSS, and VBScript to develop and enhance website features, creating customizable product templates that improved user experience.
- Created logos, banners, emails, and mock-ups using Adobe Illustrator, Photoshop, and Acrobat, strengthening branding and marketing efforts.
- Designed MailChimp templates for email marketing campaigns, engaging audiences and promoting products effectively.

Environment: HTML, CSS, VBScript, Pressero, WordPress, Adobe Photoshop, Adobe Illustrator, Adobe XD

**Gateway Web Design - Freelance UI / UX Designer And WordPress Developer**
*Saint Louis, Missouri*
*05/2016 - 07/2017*

- Developed custom WordPress themes and applications using React and Angular, improving user experience across multiple client websites.
- Executed comprehensive SEO services, including keyword research, tool recommendations, accessibility improvements, and site speed optimization, enhancing online visibility for client projects.
- Designed logos, graphics, and illustrations that reinforced brand identity for diverse clients.

Environment: Adobe XD, Figma, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, HTML, CSS, JavaScript, WordPress, DNN, Bootstrap, Power BI, Canvas.js, IOS, Android, React, React-Native, Angular, SEMrush, Ubersuggest