

Adrian Freuen

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USER EXPERIENCE DESIGNER

I am a UX designer who believes in continuous learning and is committed to creating intuitive designs that meet people's expectations through research. I prioritize inclusive design, considering an individual's culture, history, and tradition as fundamental to respectful communication. My knowledge of UX practices allows me to raise businesses' and leaders' awareness of the importance of design and its impact on the human experience.

EXPERIENCE

Defense Health Agency - Web and Mobile Technologies

Senior User Experience Designer

Tacoma, WA • September 2019 - Present

Original Contractor: Attain then Maximus Federal.

Present Contractor: Golden Tech Systems contract support for DHA's Web & Mobile Technology (WMT) division to create digital health tools that impact the well-being of over 8.4 million military personnel, veterans, and their families.

- Responsible for creating front and back-end user experiences for native mobile, web, progressive web applications, and SharePoint projects (new development, sustainment, and innovations).
- Mentor new Team members with government policies, programs, software and peer review.
- Managed usability studies for various projects for the DHA Usability Lab.
- Created Team initiatives and system organization to allow for growth amongst the WMT UX Team.
- Implemented UX and usability reviews and usability validation into agile development. The result was a higher return on investment and a decrease in UX/Dev debt.
- Created the WMT PWA template wireframes to accelerate UX design and development processes to reduce costs.
- Ensured mutual insight into product background, direction, and focus through requirements gathering, user stories, and stakeholder kick-off meetings.
- Provide human-centered feature prioritization, personas, information architecture, user flows, prototypes, and high-fidelity concepts.
- Collaborate with project managers, developers, and quality assurance to prioritize agile rituals.
- Developed usability scripts, findings, and recommendations reports for usability studies.
- Review and guidance of scripts for usability tests, findings, and recommendations. Successfully debriefed Stakeholders upon usability findings and recommendations.
- Design user experiences that are 508 compliant.

SKILLS

Branding & Marketing,
Interface Design,
Interaction Design,
Information Architecture,
Product Usability,

METHODS

Usability Testing,
Competitive Comparative Analysis,
Research Synthesis,
Persona Development,
508 Compliance,
Low-High Wireframes,
Rapid Prototyping,
Agile Workflow,

SOFTWARE

Adobe XD,
Photoshop,
Illustrator,
InDesign,
Invision,
Sketch,
Miro,
Jamboard,
Jira/Confluence,

LEADERSHIP

Stakeholder Engagement,
Public Speaking/Briefing,
Mentorship
DevSecOps

AWARDS

Attain Way Achievement Award
Team Recognized by corporate leadership for UX/UL accomplishments.

MAXIMUS Extraordinary Performers

Acknowledged by corporate leadership for achievements in User Experience Design for the DHA the gap of racial disparities in all governed areas of our society.

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USER EXPERIENCE DESIGNER

EXPERIENCE CONTINUED

Delia, skincare, nailcare, wax- User Experience Designer
Seattle, WA • March - July 2019

Freelance-Responsible for creating front and back-end user experiences for Business-to-Business and Business-to-Consumer for Delia, skincare, nailcare, wax.

- Conducted competitive comparative analysis to uncover patterns in the market space to create accurate feature prioritization.
- Produced and administered a card sort to create as well as evaluate the information architecture for mobile and web.
- Made a survey to understand the user group and to screen individuals for usability testing.
- Developed a usability script, finding, and a recommendations report for the usability study.
- Designed information architecture, and navigation schema.
- Created UI, branding, style system, and low to high fidelity comps.

Hunchera - User Experience Designer
Bellevue, WA • March 2019

Freelance-Responsible for creating back-end user experience for Business-to-Business aiming to aid content creators to quickly automate their text analysis process through AI.

- Designed information architecture, and navigation schema.
- Created UI, branding, style system, and low to high fidelity comps.
- Provide human-centered feature prioritization, personas, information architecture, user flows, prototypes, and high-fidelity concepts.

Pacific Studio - Graphic Designer

Seattle, WA • August 2018 - January 2019

Freelance - Supported graphic design and graphic file production for the Dallas Holocaust and Human Rights Museum.

- Designed and revised graphic 500 layouts for the Dallas Holocaust and Human Rights Museum.
- Design assets from client and design team edits.
- Prepared graphic production proofs.

EDUCATION

General Assembly

User Experience Design Immersive
Seattle, WA • January-May 2019

University of Oregon

Masters of Fine Arts in Printmaking
- Summa Cum Laude

Eugene, OR • August 2004 -
June 2007

Gonzaga University

Bachelors of Fine Arts in
Printmaking & Ceramics
- Cum Laude

Spokane, WA • August 1997 -
May 2007

COMMUNITY

Member of LegallyBlack
Tacoma, WA

A non-profit organization made up of law-abiding citizens & community of all identities fighting to close the gap of racial disparities in all governed areas of our society.

REFERENCES

References are available upon request.