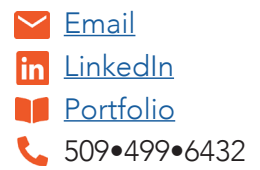


Adrian Freuen



SENIOR DESIGNER

I am a continuous learner who develops intuitive designs based on people's expectations through research, and I bring inclusive design to the forefront. Considering an individual's culture, history and tradition are fundamental to respectful communication. My knowledge of UX practices enables me to bring awareness to both business and leadership where I can share the importance of design and its intuitive result upon a human experience.

EXPERIENCE

Defense Health Agency

Tacoma, WA • September 2019 - Present

MAXIMUS Federal contract support for DHA's Web & Mobile Technology (WMT) division to create digital health tools that impact the well-being of over 9.4 million military personnel, veterans, and their families.

Senior UX Designer

- Responsible for creating front and back-end user experiences for native mobile, web, PWA, 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.
- Participated in standardizing WMT PWA template screens to speed up design/development and reduce development costs.
- Created a design system for WMT to expedite design/development and reduce development costs.
- Ensured mutual insight of 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.

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

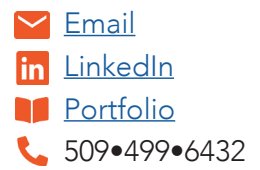
AWARDS

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.

Adrian Freuen



SENIOR DESIGNER

EXPERIENCE CONTINUED

Delia, skincare, nailcare, wax

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.

UX Designer

- 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

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.

UX Designer

- 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

Seattle, WA • August 2018 - January 2019

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

Graphic Designer

- 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 2000

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.