

Drew Dillon

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Experience

Senior UX Designer, Savana Inc.

November 2012 to Present – Berwyn, PA

Savana Inc. serves the Financial Services, Insurance, and Mortgage industries with business process automation solutions that result in a dramatically improved efficiency, business agility and operation control.

Key Achievements:

- Incorporated Agile and Lean (Startup) UX practices into existing Agile development methodology
- Led all design related initiatives including existing platform redesigns and new feature set designs
- Conducted user research and created user scenarios/personas, as well as wireframes & final designs

Senior UX Designer, Philadelphia Insurance Companies (PHLY)

July 2010 to October 2012 – Bala Cynwyd, PA

PHLY designs, markets, and underwrites commercial property/casualty and professional liability insurance products. Hired as the sole UX designer and culminated a unique collaboration between multiple departments that previously had no interactive design element.

Key Achievements:

- Creation of a User-Centered Design team within the IT Department
- Corporate website redesign – 27% increase of ecommerce revenue & 17% increased conversion rate
- 66% increase of Yoga Trainer & 45% Fitness Trainers signup post Fitness & Wellness Insurance redesign

Web Designer / Developer, Loré Marketing Group

March 2010 to July 2010 – King of Prussia, PA

Loré Marketing Group is a full-service marketing agency that leverages strategy, brand expressions and analytical data into business success.

Key Achievements:

- King of Prussia Mall website – Converted from an informational portal to a valuable information resource with articles, tips, fashion stylist video trends & styling tips, customer ratings and polls
- Hamilton Mall website redesign – 19% site visit increase & 35% increase in time spent on site
- Orthovita kiosk – Rich interactive product presentation showcased on a large-scale touch screen

Interactive Designer, The Creative Group

October 2008 to June 2010 – St. Louis, MO & Philadelphia, PA

The Creative Group is a leader in the placement of highly skilled creative, advertising, marketing, web and public relations professionals with a variety of firms. The wide array of contract-based projects greatly enhanced my ability to efficiently create effective solutions to their design needs. Projects included user interface design, flash animation & development, web design, XML databases, as well as front-end web development.

UI Designer, Roundedcube

October 2009 to December 2009 – St. Louis, MO

Roundedcube assisted Elsevier with the conception, design, development and rollout of an enhanced Electronic Medical Record (EMR) training program as part of a Simulation Learning System (SLS).

Key Achievements:

- Designed innovative UI to mimic the real-life experience and be built as a truly expandable platform to offer editions for many medical disciplines
- Collaborated with project manager, creative director and client to create an interactive study guide for students to practice with prior to the final exam test

Interactive Designer / Project Manager, Mind Active

August 2007 to October 2008 – St. Louis, MO

Successfully managed and coordinated graphic design projects from concept to completion. Collaborated with clients to create vision, conceive designs and consistently meet deadlines. Aided in the creation and execution of highly persuasive sales and marketing presentations.

Education

Bachelors of Digital Art and Design, Full Sail University

September 2006, Orlando, FL

Ascertained ability to pair art and technology, inspiring both sides of the brain, and helping bring ideas to life. Explored the entire design process, from concept to creation, presentation to implementation. Learned the ins and outs of the current hardware/software as well as the attitude and philosophies used by professionals in the design industry.

Usability

A/B Testing
Path Analysis
Persona Design
Contextual Inquiry
Heuristic Evaluation
Brainstorming/Ideation
Cognitive Walkthrough
Low/Hi-Fi Prototyping
Competitive Analysis

Expertise

Team Building
Public Speaking
Scrum Certified
Agile Development
Design Methodologies
Communication Design
Small-screen Design
Design Leadership
Goals Analysis
SEO/SEM

Software

Mac / PC
Exact Target
Indigo Studios
Photoshop CC
Google Analytics
Microsoft Office Suite
Microsoft Visual Studio
Balsamiq Mockups
Illustrator CC
Tridion CMS
OmniGraffle
Mailchimp

Languages

HTML5/XHTML
JavaScript
jQuery
XML
CSS3

Clients

Eli Lilly
Comcast
Group360
PNC Bank
Nutrisystem
Express Scripts
Anheuser-Bush
Rita's Water Ice
TRG - Victorinox
Swank Motion Pictures
Saint Louis Science Center
Delta Airlines Academy
The Bedroom Store
Lindt Chocolate
New Ground
Monsanto
Scottrade
Boeing
G.L.I