

# CAMERON REYNOLDS-FLATT

USER EXPERIENCE DESIGNER

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San Francisco CA

## EDUCATION

### IIT Institute of Design

Master of Design

May 2012 | GPA 3.7

Chicago, IL

### Cedarville University

Bachelor of Arts in Graphic Design

December 2009 | GPA 3.7

Cedarville, OH

## SKILLS

### Design

Ethnographic & secondary research

Design analysis & synthesis

Information architecture

Concept development & prototyping

Wireframing

Usability testing

Data visualization

Communication deliverables

### Technical

Photoshop, Illustrator, InDesign, Fireworks,

Microsoft Office, iWork, HTML/CSS

## MY SIDE PROJECTS

### Moment App

A one-of-a kind chatting app that offers a fun way to share stories with friends via mobile devices.

### Rduo: Education via Radio

Buy a Radio, Educate the World. Our mission is to empower communities through radio education ([vimeo.com/40843624](http://vimeo.com/40843624))

### Weird Things About Me

A fun website where users can post random quirks about themselves

## INTERESTS

### Running

I have a love/hate relationship with running

### Nonprofit Work

I have been on several short-term mission trips to Thailand, Ecuador, London, & China

### Outdoors

Nothing beats an adventure in the open outdoors

## OBJECTIVE

I want to use design thinking to help improve people's lives. I get excited about taking large, complex problems & breaking them down to find innovative, creative solutions. This means I start by researching to understand people, then take those insights to create tangible products that people love to use.

## EXPERIENCE

### Salesforce.com | Senior User Interface Designer | San Francisco, CA, Present

- Helped shape the future of salesforce.com by contributing to multiple high-priority executive-facing projects
- Worked intensely with a team of researchers, prototypers, developers, & product managers from the inception to the launch of a product
- Pushed forward the movement of explorative research, working with researchers to embrace different methodologies to understand & gain insights about our customers
- Created an internal startup to help improve internal communication, including leading, managing, & designing all aspects of the product

### Best Buy | Interaction Designer | Minneapolis, MN, 2011

- Created a consistent "Best Buy" experience that transcended across all the gaming interactives (web, mobile, touch)
- Started from the ground up to develop blueprints, wireframes, & prototypes while utilizing key frameworks to ensure a holistic customer experience
- Assisted the UX designer in usability testing in both the in-store & controlled settings

### Oxiem Interactive | Visual Designer | Springfield, OH, 2010

- Designed a variety of concepts for web, print, & software interfaces
- Assisted & led creative projects for clients in industries ranging from electronics to health care to entertainment
- Interacted with art, account, development, & content team members to craft client solutions & ensure design integrity

### Freelance Designer | 2009 - 2012

- Worked on a variety of different web & mobile projects for startups & personal clients

## RECENT PROJECTS

### Postify | Creator | Columbus, OH, 2010

- Founded Postify with three other students from Cedarville University
- Created a classifieds website that allows individuals to easily post & view ads & conduct transactions within their own college campus communities
- Worked on all stages of the website, business development, conceptual, & visual

### Interaction Research Workshop | IIT Institute of Design | Chicago, IL, 2011

- Worked for an industrial client to enhance the customer service experience
- Practiced methods for design research, concept development, interaction design, & rapid prototyping
- Explored possible interaction design topics such as persuasive design, multimodal interaction, speech recognition systems, & context aware systems

### ID Design Planning | IIT Institute of Design | Chicago, IL, 2010

- Worked in small teams to create an iPhone application with an innovative purpose & a successful business model to teach children about energy conservation
- Developed an understanding of the basic ideas, frameworks, & capabilities that modern design planning & innovation demand
- Created an application called Pictivity, which allows children to be the voice of change for environmental issues materials