

Drew Simchik, User Experience Designer

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Skills

User interface design, user research and usability testing, web design, wireframing and prototyping (Axure, Balsamiq), web design (HTML / CSS / Javascript), graphic design (Sketch, Photoshop, Illustrator), adapting UX processes for Agile environments, hiring and managing design teams.

Experience

Amazon

Senior User Experience Designer
Dec 2016 - present
Seattle, WA

Currently I design and test UX for two major elements of the Merch by Amazon (merch.amazon.com) ecosystem. One is the customer experience: what Amazon shoppers see when they search for and use the detail pages for our print-on-demand graphic apparel. The other is the software used in our printing facilities to carry out and monitor production of our apparel and other products.

Sauce Labs

Senior User Experience Designer
Jun 2015 - Nov 2016
San Francisco, CA

I led user experience design for the Sauce Labs cloud-based automated and manual testing solution. My work included comprehensively redesigning the user interface; creating working high-fidelity Axure prototypes of numerous major features and enhancements; conducting several usability studies to guide and validate design; and establishing a culture of user research at Sauce.

Dell KACE

User Experience Manager
Sep 2010 - May 2015
Santa Clara, CA

I led a team of senior user experience professionals I'd hired to design all of the UI for the Dell KACE line of systems administration appliances.

Highlights included a complete redesign of the front end of the K1000 and K2000, including a complete CSS rewrite and HTML conversions on over 500 pages; clean sheet design of the K3000, KACE's mobile device management appliance; and the introduction of a new prototyping process geared toward increasing collaboration, minimizing unnecessary specification writing, and preparing UI for usability testing at a moment's notice. I also helped launch the pan-Dell UX Summit in December 2014, the first of a series of conferences bringing all Dell software UX designers together to share best practices and promote cross-team collaboration.

Vendio

Producer, Usability Specialist
Jul 2002 - Sep 2010
San Mateo, CA

- Designed and implemented web application UI using PHP, JavaScript, and HTML.
- Collaborated with project managers to define product requirements from a user-centered perspective.
- Administered usability evaluations by recruiting and scheduling subjects, running tests, and writing test reports and recommendations.

Highlights included leading information architecture for the Vendio Platform, a next-generation application suite combining features from two legacy suites; and design work on Sales Manager Inventory Edition, a bulk-edit-capable inventory management system for high-volume online sellers, winner of eBay's Star Developer Award for Most Innovative Application in 2005.

AvantGo

Senior User Interface Designer
May 2000 - Oct 2001
San Mateo, CA

- Designed user interfaces for both consumer and enterprise AvantGo services, including the AvantGo Wireless feature.
- Ensured cross-platform (Palm OS, Windows CE, and RIM) visual and functional consistency.
- Designed and implemented web apps and resources using HTML, PhotoShop, Mason, and perl.
- Led navigation design and site map creation using Visio for full redesign of the site in 2Q01.
- Administered usability tests to validate major design projects.

Xerox

User Interface Designer
Jan 1997 - May 2000
Rochester, NY

- Designed user interfaces for scanning, prepress, and print submission client applications.
- Wrote behavior specifications and feature descriptions; created conceptual and logical designs; created and prototyped physical designs using Visual Basic, Visual C++, PhotoShop, and HTML; collaborated on usability testing.
- Represented my product division on a team responsible for producing feature nomenclature for use on all Xerox products.
- Designed, wrote, and edited Help system for DigiPath prepress application (DocuTech Scan & Makeready) using RoboHelp.
- Designed and modified user interface components using Visual Basic.

Freelance & Consulting

MAQET

Feb 2010 - Aug 2010
maqet.com

Visitors loved to play with MAQET's Flash-based custom toy designer application, but orienting them and guiding them to get started with it proved a challenge with their initial web design. I consulted with MAQET to improve the usability and clarity of their redesign.

BrightSign

Feb 2010
brightsign.biz

Brightsign, a division of Roku, consulted me for advice on focusing their web presence and increasing conversions.

PACT

Oct 2009
wearpact.com

PACT's organic cotton underwear was designed by Yves Behar, and their site was designed by fuseproject, his design firm, for a consistent brand identity. Some basic usability problems were slowing clickthroughs and curbing sales. I recommended specific changes that preserved the branding and top-notch design while increasing conversions 150%.

Education

University of Rochester

B.A. in Cognitive Science & English Literature (double major), 1996