Todd Scheuring

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Seasoned creative looking for an exciting position in UX and product design.
Check out examples of my work at todd-s.com.

Sr. UX Designer   Jan 2015 - Present
HoneyBook, San Francisco

- Lead growth product team to quickly test ideas and new features to establish a foundation for HoneyBook's vendor network. Manage all aspects of design and UX for each feature.

- Conduct interviews, surveys and other research methods to discover user pain points and needs leading to insights for new ideas to encourage meaningful user interaction.

- Design and run lean tests to validate assumptions about user behavior and identify new product opportunities.

- Led efforts to redesign site hierarchy increasing vendor interaction by 200% in 6 months.

- Oversee all aspects of managing MVP for collective vendor groups, including design, UX and coordinating with developers. Continue testing hypotheses to drive engagement.

UX/UI Designer / Product Owner   May 2011 - Jan 2015
CX, Inc, San Francisco

- Responsible for UX and all visual direction of CX products, including Rails, iOS, Android, and Desktop apps.

- Conduct interviews, surveys, and other research methods to discover user needs and pain points.

- Collaborate with developers and other stakeholders to make sure designs are thoroughly vetted and explored before developing.

- Run A/B tests to optimize experience and test assumptions about user behavior.

- Write stories for SCRUM team Sprints to ensure end-user value and help team plan tasks accurately.

- Grow and manage 250+ person beta user group to test new ideas and flows.

- Lead design and restructuring entire SASS styling for responsive Rails web app.

- Redesign and build CX website in WordPress. Create custome theme with HTML, CSS and Jquery.

- Create wireframes and prototypes to iterate on design and test UX and flows.

Sr. Multimedia Designer   Sep 2010 - May 2011
Jawa/Digital Madhouse, Scottsdale AZ

- Create 3D models and detailed animations in Autodesk Maya for "The Burbs". A community-building Facebook game attracting over 250,000 players in 3 months.

- Design and animate logos for "The Burbs" and other websites.

- Lead major in-house motion graphics project. Create final video using a combination of 3D modeling and After Effects animations.

- Design websites, landing pages and other applications for mobile interactivity.

Skills

Design
User Research
Prototyping
Front-end Development
Product Management

Programs & Languages

Adobe CC
Sketch
Principle
Axure
HTML
CSS
JQuery
After Effects

Education

BAS, Marketing
Arizona State University
- Completed full marketing audit for The Antigua Group for thesis project

AAS, Multimedia & Web Design
The Art Institute of Phoenix

HS Diploma
International School of Basel, Switzerland
- IB curriculum
- Award for Outstanding Creative Contribution to the School

Web Designer / Front-End developer   Mar 2009 - Sep 2010
Spark Design, Tempe AZ

- Design and develop websites in HTML, Javascript (JQuery), and CSS for custom CMS (ASP.NET framework).

- Design and develop dynamic Flash websites and animations including xml-content driven applications.

- Create videos and other motion graphics presentations using After Effects, Premiere, Flash and Soundbooth.

- Design and code eblasts using html-email best practices.

- Design ads, flyers, magazines and other marketing collateral for print.

- Initiated and organized monthly company "show and tell" meetings, aimed at improving cross department communications. The meetings allowed all employees a platform to share their latest projects and accomplishments.

Web Designer / Communications Associate   Jan 2008 - Feb 2009
Virginia G. Piper Charitable Trust, Phoenix AZ

- Manage all digital communications including design/architecture of new website and implementation of new media tools like streaming Flash videos and social media applications, helping to increase annual traffic by 30%.

- Design, create and manage production of monthly enewsletter for over 2,000 subscribers; conduct interviews, photo shoots and write articles; research and apply email marketing best practices.

- Create detailed website and enewsletter traffic reports using Google Analytics and EnterURL to determine effectiveness and to support new ideas in going forward.

- Create brochures, ads and other printed materials to support communication efforts.

Web & Graphic Designer   Mar 2002 - Jan 2008
The Antigua Group, Inc., Peoria AZ

- Create and manage all aspects of Antigua's websites (antigua.com, slazengergolf.com) including user testing, page optimization, content research, and site architecture.

- Managed the creation of Antigua's vast database-driven online catalog for over 200 products across three product segments; coordinated between outside vendors and IT staff, company president and executive staff; worked closely with third-party programmers to ensure project quality and timelines.

- Develop Flash tools to answer customer needs and enhance user experience, including animated embroidery location application and interactive product application.

Interests

Craft beer
Snowboarding
Golf
American history
Cartoons
Songwriting
Painting

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