



Spencer Kyle Edwards

UX Designer

User first, Designer Second.

Experience.

— Salesforce / Senior Product Designer

Indianapolis, IN / June 2014 - Present

- Craft numerous User-Centered design solutions through wireframing iterations, rapid feedback, storytelling, design/research workshops, & user testing on a plethora of products.
- Lead design strategy with multiple Product and Development teams to translate user requirements into executable projects.
- Design at scale frameworks & guidelines to drive current/future iterations for notifications and for user engagement in Audience Studio.
- Led design alongside Product in creating, innovating, & maintaining the Marketing Cloud mobile application.
 - Rapidly learned & applied Google Material Design to a successfully launched application.
 - Successfully designed & launched android version in under a month.
 - Work cross-function with Product and Development to understand requirements and deliver solutions within an agile environment.

• School Datebooks / Web & UI/UX Designer

Lafayette, IN / Dec 2013 - June 2014

- Constructed beautiful responsive online experiences using design and development techniques and practiced design through defining user workflows and sketching exercises.
- Successfully integrated various pleasure-driven interactive components in various web projects, augmenting the experiences.
- As the first UX Designer, evangelized UX and empowered those new to UX in the company with various research and design techniques.

skedwards.com

sedesigner2nd@gmail.com

+1 317 507 7283

Education.

Indiana University Purdue

University Indianapolis

M.S. in Human Computer

Interaction

Purdue University

B.S. in Computer Graphics

Technology

Skills.

Interaction Design

Visual Design

Prototyping

Design Research

Storytelling

Agile

Rapid Iteration

Pattern Design

Responsive Design

HTML/CSS

Javascript

Tools.

Sketch

Adobe XD

InVision

Illustrator

Photoshop

Balsamiq