



# KERI MITOFF

## SENIOR UX DESIGNER, SENIOR UI DESIGNER, LEAD UX UI PRODUCT VISUAL DESIGNER



### CONTACT

- Remote or On site with Travel
- dux@bestuxconsultant.com
- www.bestuxconsultant.com
- 702.234.6447



### PROFILE

More than 16 years experience in user experience design, user interface design, visual design, product design. A pragmatic, ux-minded Lead Senior Designer focused on creating immersive, memorable experiences for world-class brands across desktop, mobile, tablet and wearables. I excel at designing and delivering exceptional work under tight deadlines.



### WORK EXPERIENCE

AUG 1997  
TO  
PRESENT  
(OFF AND  
ON IN  
BETWEEN  
FULL-  
TIME  
POSITIONS)

#### Senior UX Architect, Lead UX, UI, Visual, Interaction, Product Designer Various Clients, USA

- Directing and designing the user experience, interactions, process flows, visual design across mobile, web, tablet, wearable, ecommerce and SaaS platforms.
- Process includes user research, user persona creation, rapid prototyping, creative design, presentation skills, iteration, architectural flow, wireframes, hi-fidelity comps and being a catalyst for design to development handoff.
- Providing strategy, creative brainstorming and implemented user feedback, UI and UX design findings for Web, Mobile, Tablet and Wearable App visual product design.
- Extensive iOS and Android Web, Mobile, Tablet and Wearable App UX/UI knowledge.
- Coordinating, directing and managing creative and technical resources.
- Clients include, Trippeo, dexcom.com, iAdvize.com, Amazee Metrics, etc.
- Case Study: <http://bestuxconsultant.com/case/case-study-app.html>

JUN 2011  
SEP 2011

#### Creative Director HOLIDAY SYSTEMS INTERNATIONAL, Las Vegas, NV

- Produced high impact pieces for advertising initiatives, product collateral, direct mail, and inhouse programs.
- Created designs, concepts, and layouts and aesthetic design concepts compatible with all browsers and mobile.
- Conducted user experience research to inform design variables.
- Developed, refined, and implemented high-quality user interfaces using strong information, architecture, visual design, and interaction design skills.
- SaaS application design, including wireframes and mock-ups for HSI's proprietary booking engine for clients, inventory application and business engine for vendors.
- Worked with Human Resources to develop interactive training for new hires and sales teams.
- Analyzed business requirements, user feedback and determined appropriate scenarios and workflow, and created UX, UI prototypes to reflect solutions.

JUL 2009  
OCT 2010

#### Creative Director of eLearning NEVADA HEALTH CENTERS INC., Las Vegas, NV

- Responsible for the design direction and creation of 36 NVRHC Online University instructional courses in record time, exceeding employer expectations.
- Leading team members through design solutions with a collaborative approach.
- Mentored and managed team members.
- Interviewed and selected creative and technical staff for projects.
- Designed and developed the UX and UI for courses and exams in Flash, Photoshop, and Illustrator, and created eLearning programs in Camtasia.
- Interacted with team members at multiple levels of the organization, and managed projects, including schedules, planning, coordination, within defined deadlines and budgets.

JAN 2009  
MAY 2009

#### Director of Interactive Design LINK MEDICAL TECHNOLOGIES, Las Vegas, NV

- Overall design direction, planning, creating and implementing online web, flash and UI design.
- Developed and customized rich media e-learning web seminars and promotions.
- Exploring new technologies for the most powerful multimedia and online presentation.
- Successfully executed projects in various media, including web, classroom, motion graphics, broadcast digital video, and corporate marketing print material.



### SOFTWARE SKILLS

- PHOTOSHOP
- ILLUSTRATOR
- DREAMWEAVER
- INDESIGN
- FLASH
- ACROBAT PRO
- AFTER EFFECTS
- PREMIERE PRO
- CONTRIBUTE
- CAPTIVATE
- WORD
- POWERPOINT
- EXCEL
- VISIO
- OMNIGRAFFLE
- SKETCH
- INVISIONAPP
- BALSAMIQ, AXURE
- WIREFRAMING
- STORYBOARDING
- STUDIO MAX
- MAYA
- NEXTGEN EMR
- CAMTASIA
- SKILLSOFT CMS
- CORNERSTONE
- HTML/HTML5
- JAVASCRIPT, CSS



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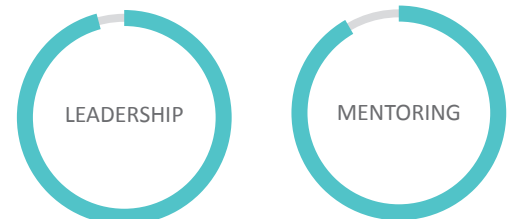


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### PROFESSIONAL SKILLS



### PERSONAL SKILLS

- CREATIVITY
- TEAM PLAYER
- ORGANIZATION
- FLEXIBILITY
- COMMUNICATION



### WORK EXPERIENCE 02

JUL 2006  
DEC 2006

#### Senior Interactive Designer - Senior Instructional Designer Contract Kelly Services, Troy, MI

- Created, designed, and developed interactive eLearning solutions for multiple industrial verticals, including automotive, healthcare, and government.
- Directly interacted across multiple levels of the organization, both internal and external, to properly implement brand direction, use, and compliance.
- Created online templates in Dreamweaver, Flash, to facilitate further course creation.

OCT 2005  
JAN 2006

#### Senior Interactive Designer - Senior Instructional Designer Contract TEK SYSTEMS (On-Site at Ford Motor Company), Allen Park, MI

- Created, designed, and developed interactive eLearning solutions for multiple industrial verticals, including automotive, healthcare, and government.
- Directly interacted across multiple levels of the organization, both internal and external, to properly implement brand direction, use, and compliance.
- Created online templates in Dreamweaver, Flash to facilitate further course creation.

FEB 2005  
JUL 2005

#### Creative Director ICON CREATIVE TECHNOLOGIES GROUP, Ann Arbor, MI

- Created, designed, and developed interactive eLearning solutions for multiple industrial verticals, including automotive, healthcare, and government.
- Directly interacted across multiple levels of the organization, both internal and external, to properly implement brand direction, use, and compliance.
- Created online templates in Dreamweaver, Flash to facilitate further course creation and implementation by team members that I led and was responsible for.

JUL 2004  
DEC 2004

#### Creative Director Interactive - Lincoln.com & Mercury.com Y&R WUNDERMAN Advertising Agency, Dearborn, MI

- Leading the creative design efforts for the most engaging user experience and brand recognition for lincoln.com.
- Communicating with clients to target their specific media needs.
- Presented ideas and comps at client pitch meetings with great success.
- Led creative and technical teams.
- Directly interacted across multiple levels of the organization, both internal and external, to properly implement brand direction, recognition, use, and compliance

DEC 2003  
JUL 2004

#### Creative Director Retail Performance Solutions Daimler Chrysler Products BBDO-DETROIT ADVERTISING AGENCY, TROY, MI

- Created, designed, and developed interactive eLearning web-based and video classroom solutions.
- Directed design solutions for creative and technical staff to follow.
- Directly interacted across multiple levels of the organization, both internal and external, to properly implement brand direction, use, and compliance.
- Created online templates in Dreamweaver, Flash to facilitate further course creation.



### EDUCATION

AUG 1991  
MAY 1994

#### WAYNE STATE UNIVERSITY, Detroit, MI

While attending Wayne State University for a degree in Accounting as a means of funding my education, I worked as a designer. During this time, I realized that UX/UI design was what I wanted to do as a career not Accounting.