



JOHN RODERICK

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SUMMARY **DEDICATED UX PROFESSIONAL WITH A PASSION FOR USER-CENTERED DESIGN**

- Strong user advocate, focused on optimizing user interaction and overall experience
- Effective team member with proven leadership and mentoring abilities
- Diverse design industry background translates into a unique, detail-oriented design approach
- Strong typography skills and a commitment to clean, effective creative
- Comfortable hand coding HTML/CSS with experience in responsive web & email design
- Ability to work on a wide variety of projects simultaneously while still meeting strict timelines and delivering top quality solutions
- Desire to continue learning new techniques and to keep ahead of new technologies

EDUCATION **DEPAUL UNIVERSITY // MASTERS** - Human-Computer Interaction // 2016 EXPECTED

NORTHERN ILLINOIS UNIVERSITY // BACHELOR OF FINE ARTS - Visual Communication // 2006

EXPERIENCE **REGIONS FINANCIAL // VISUAL & INTERACTION DESIGNER // 2013-PRESENT**

Regions Financial Corporation is one of the nation's largest full-service providers of consumer and commercial banking, wealth management, mortgage, and insurance products and services.

- Drove adoption of user-centered design principles and practices
- Developed new design patterns for iPad and mobile experiences
- Rearchitected & prototyped new transaction flows for line of business review
- Managed style guide implementation into new online product offerings
- Provided innovative solutions while balancing business objectives and customer needs
- Assisted with user research and usability testing efforts
- Optimized visual design based on best practice research and user experience findings
- Created refined asset libraries for mobile & online platforms to help kick-start new initiatives

OPTIONSPRESS/CHARLES SCHWAB // ART DIRECTOR // 2007-2013

optionsXpress, Inc., is a pioneer in equity options and futures trading, offering an innovative suite of online brokerage services for investor education, strategy evaluation, and trade execution.

- Created innovative UI solutions for online trading tools, resulting in top honors for usability in Barron's annual broker review over multiple years
- Worked directly with business units to establish needs, set success metrics and propose creative solutions
- Developed and maintained brand standards, style guides and templates
- Created original print collateral, including large run newsprint and magazine ads, brochures, stationary systems, walkthrough guides and corporate newsletters
- Spearheaded a brand refresh including logo and website overhaul, focusing on user experience
- Worked closely with front-end developers to establish new coding and visual standards
- Optimized site engagement to increase account conversion and trading activity
- Designed & coded web pages, emails and display advertising to support marketing initiatives
- Mentored other designers and assisted with reviewing customer facing design solutions

SKILLS **SOFTWARE**

Adobe Creative Suite {Illustrator, Photoshop, InDesign, Flash, Dreamweaver, Acrobat Pro}, Axure Pro, OmniGraffle

LANGUAGES // ABILITIES

User Experience Design & Strategy, User Interface Design, HTML, CSS, ActionScript, JavaScript, CMS Implementation & Customization {Drupal, WordPress}

References and portfolio available upon request.