

Gregory Kolen II

UX/UI Professional 540-498-1781 gregory.kolen@gmail.com www.gregorykolen.com

About

I am a multi-disciplinary experience design professional with over 14 years of applying UX and visual design expertise across nonprofit, small business, and Fortune 500 initiatives. Researching to uncover user pain points, designing beautifully usable interfaces, and developing with an emphasis on delivering moments of delight is what drives me.

Skills

Rapid Prototyping
Wireframing
Product Usability Testing
Information Architecture
Visual Design
Journey Mapping
Sitemaps & Userflows
Interaction Design
User Needs Assessment

Software/Technical

Photoshop
Illustrator
InDesign
Sketch
Figma
Wordpress
HTML/CSS/Jquery
Bootstrap/Foundation

Active Board Member

Industry Advisory Board Co-Chair,
Arts / AV, & Communications -
DC Office of the State
Superintendent of Education (OSSE)

Experience

Sr. UX/UI Manager

Center for Health, Environment & Justice, Falls Church VA

July 2023 - Present

- Designed, laid out, and rebuilt the CHEJ company website on the Wordpress CMS, migrating hundreds of pages of content in the process.
- Conducted user experience survey to gather information on how users see the organization and how they use the website. Mentored new UX researcher in preparation of conducting remote user experience interviews.
- Coordinate communications program priorities to increase engagement and donations.
- Designed graphics for social media to strengthen brand recognition and increase engagement with constituents.
- Introduced new monthly email digest to summarize content and drive donations. Maintains a 27% open rate.

UX/UI Design Lead

Inspire, Arlington VA

Sept 2018 - July 2023

- Integrated into a collaborative team to reimagine the overall interface and experience for the Inspire.com member social networking website according to the needs of anonymous visitors, members, partners and various stakeholders.
- Performed comparative market research to inform experience and design direction, developed initial wireframes
- Designed resulting user interface for several areas of the member social networking website. Created clickable prototypes for research to gather data on iterations.
- Took on the first major user experience overhaul to the Inspire.com member profile. Examined user data & interviews to form the ideation, information architecture, and initial wireframe direction through the first iteration.

Professional Development

Member, Interaction Design Foundation

How to Design for an Aging Population Course, Interaction Design Foundation

Member, American Institute of Graphic Arts DC

UX & Web Design Master Course: Strategy, Design, Development, Joe Natoli

Sr. Web Designer/Front End Web Developer

Aristotle Intl., Washington D.C. Feb 2016 – Sept 2018

- Led the research, experience design, and development of the professional service team's first in house product by examining recurring client feedback to develop and streamline the process of delivering a custom voter education web tool which Aristotle was able to sell multiple instances of.
- Designed wireframes & high fidelity website mockups for client approval.
- Front-end developed approved layout mockups into functioning fully responsive website templates for over 35 clients.
- Provided real time technical website troubleshooting and support for clients and staff.

Notable Clients:

- Blue Origin
- Astrazeneca
- Sprint
- Mortgage Bankers Association
- Davita

UI/Web Designer

ORACLE, Chevy Chase MD Apr 2013 - Sept 2015

- Developed reusable responsive web template solutions to minimize internal overhead costs, making optional lower tier sales possible.
- Produced high quality innovative user interfaces and design fully responsive SEO optimized e-commerce websites for the food & hospitality industry clients.
- Educated clients on best practice standards for web user experience with a focus on increasing conversions and reinforcing brand strength.

Notable Clients:

- Hotel Senza
- Argo Tea
- Fairmont Scottsdale Princess
- The Shores Hotel & Restaurant

Education

THE ART INSTITUTE OF WASHINGTON

Bachelor of Fine Arts (BFA)
Media Arts & Animation, Cum Laude