

WAYNE M. FOGELL

San Carlos, CA 94070 – (650) 704-2974 – wfogell@gmail.com

UX Designer

As a UX Designer for multiple device user interfaces, I am driven to create compelling user experiences, innovative design solutions and customer loyalty.

Summary of Qualifications

- Expert in Photoshop. Experience with Sketch, XD and Adobe Creative Cloud.
- Experience with mobile UI design kits for Apple iOS, Google/Android Material Design and Windows 10, and with branding style guides.
- Experience designing user-centered interfaces, assets, layouts, wireframes, mockups, interactive prototypes, site maps, information architecture and responsive web design.
- Experience with industry standard wireframing, mockup and prototyping tools, such as Axure, Adobe Experience Design (XD), Balsamiq, Crystal, Figma, Fireworks, Flinto, Illustrator, InDesign, InVision, Mirror, Omnigraffle, Photoshop, Powerpoint, Sketch, Visio, Flash, as well as HTML, CSS and JavaScript.
- Effective communicator with all stakeholders in the development process.

Professional History

FDM INTERACTION DESIGN – San Carlos, CA

2010 – present

User centered design, usability and user experience.

Interaction UI Designer

- Designed and branded interactive prototypes of Jobflash.com's software application for prospective customers.
- Implemented the original user interface for cfares.com in collaboration with marketing professionals and backend programmers translating design mock-ups and front-end requirements into code.
- Designed multiple mockups for Satellite Healthcare's intranet for corporate employees.
- Mobile web experience with the Apple iOS, Android and Opera SDKs and simulators.
- Designed, developed and implemented user interfaces and web sites for corporate, professional and business use with industry standard wireframing, prototyping and web authoring tools, as well as hand-coded HTML, CSS and Javascript.
- Helped increase profits for Silicon Valley businesses through effective marketing and advertising campaigns.

DIGITAL PORTFOLIO: <http://www.fogell.com>, <http://www.fogell.com/portfolio/index.html>, [LinkedIn](#)

THE MATIC, A CALIFORNIA CORPORATION – San Francisco, CA
Data Analytics, User Experience, Social Media

January 2016 – present

Interaction UI Designer

- Designed vector and .pdf, high fidelity iPad mockups for of banking site application according to branding style guide and design system.

LA TOSCA RESTAURANT – San Carlos, CA
Cucina Italiana

June 2008 – December 2015

Web/UI Designer

- Designed, developed and implemented user interface, graphics, web and mobile sites.

View site at Latoscarestaurant.com. View mobile site at m.latoscarestaurant.com.

THE HOT TUBS – San Francisco, CA
A Beautiful, Healthy Way to Relax

April 2008 – August 2015

Web/UI Designer

- Designed, developed and implemented hi-fidelity mock-ups, user interface, graphics, web and mobile sites.

View site at Thehottubs.com. View site at m.thehottubs.com.

PRINCESS PORT BED & BREAKFAST – Half Moon Bay, CA
Oceanfront Bed & Breakfast

March 2008 – June 2015

UI/Interaction Designer

- Re-designed the user interface/navigation for their Flash web site

View site at Princessport.com.

SCOTT'S SEAFOOD – Palo Alto, CA
A Bay Area tradition

February 2008 – March 2015

UI/UX/Web Designer

- Designed, developed and implemented wireframes, mock-ups, prototypes, interfaces, graphics, newsletters (for 4500+ customers), web and mobile sites.

View site at Scottsseafoodpa.com. View site at m.scottsseafoodpa.com.

SATELLITE HEALTHCARE – Mountain View, CA
Corporate Headquarters

October 2007 – January 2008

UI/UX Designer

- Designed, developed and implemented user interface, graphics, web and mobile sites.
- View site at Satellite Healthcare.

DEANZA COLLEGE – Cupertino, CA
The Computer Applications and Office Systems Department

June 2007 – March 2013

UI/Web Designer

- Designed, developed and implemented user interface, graphics, web site.
- View site at Deanza.edu.

SCHARFFENBERGER CHOCOLATE MAKER – Berkeley, CA
Corporate Headquarters

June 2007 – August 2007

UI Designer

- Designed, developed user interface for newsletter.
- View site at Scharffenberger.com.

CFARES.COM – San Mateo, CA
See the World for Less

May 2007 – January 2008

UI Designer

- Designed, developed and implemented user interface, graphics and web site with marketing professionals and backend programmers .
- View site at cfares.com.

SAND HILL ECONOMETRICS – Palo Alto, CA
Venture Capital Risk Consultants

April 2007 – October 2007

UI/Web Designer

- Designed, developed and implemented user interface, graphics and web site with Graphic Designer and CEO.
- View site at Sandhillecon.com.

Education

Master of Arts (MA) in Psychology
Columbia University, New York, NY

Bachelor of Arts (BA) in Psychology and Sociology
Washburn University, Topeka, KS

Willing to travel