

# WAYNE M. FOGELL

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## User Experience (UX) Designer

As a User Experience Designer for multiple device user interfaces, I am motivated to create human-centered, data-driven design solutions and customer loyalty.

### Summary of Qualifications

- Proficient at Sketch, Figma, XD, Photoshop, Illustrator, Adobe CC.
- Experienced 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.
- Experienced with industry standard wireframing, mockup and prototyping tools, such as Axure, Adobe Experience Design (XD), Balsamiq, Crystal, Dreamweaver, 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>, [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 responsive design mockups for banking site web application according to branding style guidelines and design system. Identified, created, resized and optimized images and graphics using Photoshop and Illustrator. Utilized best practices for graphics, color, typography, illustration and photography.

**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](http://Latoscarestaurant.com). View mobile site at [m.latoscarestaurant.com](http://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](http://Thehottubs.com). View site at [m.thehottubs.com](http://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](http://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](http://Scottsseafoodpa.com). View site at [m.scottsseafoodpa.com](http://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*