

WAYNE M. FOGELL

Reno, NV 89509 – (775) 419-8097 – wfogell@gmail.com

User Experience (UX) Designer

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

Summary of Qualifications

- Experienced with Figma, XD, Sketch, Axure, Photoshop, Illustrator, and Adobe CC.
- Experienced with mobile UI design kits for Google/Android Material Design, Apple iOS, and Windows 11, WCAG 2.2, and 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), After Effects, Balsamiq, Crystal, Dreamweaver, Figma, Fireworks, Flash, Flinto, Google Slides, Docs, Sheets, Illustrator, InDesign, InVision, Jira, Keynote, Miro, Mirror, Mural, OmniGraffle, Photoshop, MS Powerpoint, Principle, Proto.io, Sketch, UXPin, Visio, WCAG, Zeplin, Zeroheight, as well as HTML, CSS and JavaScript.
- Effective communicator with all stakeholders in the development process.

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

Professional History

FDM USER EXPERIENCE – Reno, NV

2015 – present

User centered design, usability and user experience.

UX/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.

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THE MATIC, A CALIFORNIA CORPORATION – San Francisco, CA

Jan. 2018 – present

Data Analytics, User Experience, Social Media

UX/UI Designer

- Designed vector and .pdf, high fidelity responsive design mockups for banking site web applications according to branding style guidelines, design system and market segment.
- 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

June 2008 – December 2017

Cucina Italiana

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

April 2008 – August 2015

A Beautiful, Healthy Way to Relax

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

March 2008 – June 2015

Oceanfront Bed & Breakfast

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

February 2008 – March 2015

A Bay Area tradition

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

October 2007 – January 2008

Corporate Headquarters

UI/UX Designer

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- 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, department 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