Jeffery Dernbach

Product UX Designer, Game Theorist, Speaker, Artist

Seattle, Los Angeles

Summary

I am a strategic thinking Product Designer with over 13 years of product experience for traditional and non-traditional audience environments with a passion for accessible and inclusive design, behavioral game theory strategy, and a quirky sense of humor.

Career Experience

Mars Veterinary Health (contract) Los Angeles, California Senior Product Designer Oct 2023 – Sep 2024

- Revamped the Account Overview experience for Practice Management platform that resulted in 80% higher CSAT score and decreased client issue resolution by 5 minutes.
- Designed new Hospital Operations Dashboard which increased efficiency by 25%. Received high CSAT scores for visual design and ease of use by Resources and Providers.

Freelance, Various Clients Berlin & Los Angeles

Career Break, Jan 2023 - Sep 2023

- Spent time on personal development exploring AI and other emerging LLM technologies
- Executing on intuitive customer experience, design, development for a healthcare HIPAA mobile app to help patients with a rare blood condition for charity
- Designed and developed digital products e.g. casual games using P5.JS, HTML, CSS with Gen AI and Vibe Coding for skill building.

Zalando, Partner Services Berlin, Germany

Principal Product Designer, Jun - Dec 2022

- Implemented accessibility, inclusion, and content design best practices across enterprise products, resulting in improved user experience and compliance ratings.
- Organized and presented at design team events, showcasing design solutions and best practices.

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Skills

User Experience: Interaction design, information architecture, card sorting, product design, human centered design, wireframing, visual design, design systems, illustrations, branding, accessible design, data visualization, behavioral game theory

User Research: Generative research, evaluative research, empathy mapping, ethnographic studies, behavioral mapping, usability testing, prototyping

Product Management: Competitive analysis, comparative analysis, product research, agile/scrum, user stories, requirements gathering, user flows, statistical analysis, data modeling,

Awards

Microsoft Partner of the Year:

- Windows 8 Growth for Windows 8 Design
- Public Sector Public Safety for UN WFP
- Mobility Partner for Windows Phone 7

HIMSS – Microsoft:

• Healthcare App of the Year for VCA

ADIPEC:

 Best Technology Innovation for Kuwait Oil Company Field Tool

Community

Social:

- ADPList Mentor 2023-2025 (Top 50 mentors)
- UXPA Seattle Social Media Coordinator
- UX India Design Competition Juror 2018

Speaker:

- IPL 2021
- UX India 2018, 2019, 2020
- IxDA Hanoi 2020
- Concentric 2020
- Puget Sound WUD 2019

Tools

Pencil + Paper, Whiteboard, Figma, Sketch, Balsamiq, Principle, ProtoPie, Al, Invision, Zeplin, Overflow, Jira + Confluence, ADO, Miro, Mural, HTML5, CSS, Javascript

T-Mobile, CDSE Bellevue, Washington

User Experience Team Lead, Nov 2021 – Mar 2022

- Increased onboarding and productivity by 10% through coaching and mentoring designers
- Boosted productivity from ideation to handoff by 45% by coaching designers in articulating their design solutions with stakeholders.

T-Mobile, CDSE Bellevue, Washington (continued)

Senior Product Designer, April 2017 – Nov 2021

- Visual Voicemail: **Redesign** resulted in a positive 50% CSAT score increase (Beta).
- DIGITS (web): Led **design** effort resulting in a positive 7% and a 20% increase in subscribers.

iLink Digital, Inc., Bothell, Washington

User Experience Practice Manager, May 2012 – Jan 2017

- Norad Tracks Santa: Product Management and design with multiple content partners resulting in a 40% engagement increase and 5 million more users.
- Transcore CSR: **Design** effort reduced training time by 60% and reduced time on call by 30 seconds on average.
- Practice success led to maturing the UX team by 33%.

Senior User Experience Architect, Jun 2011 – May 2012

- Developing a user research, design, and stakeholder review process while leading design efforts led to the retention of the project and an increase in billable hours.
- Adapted UX processes to entire UX organization and increased design productivity and retention

User Experience Designer/Researcher, Jan – Jun 2011

 Developing a user research, design, and stakeholder review process while leading design productivity led to the retention of the project and an increase in billable hours.

Education

Rochester Institute of Technology:

Rochester, New York B.S. in Information Technology - Human Computer Interaction