



**Keith Aric Hall**  
 UX Designer + UI Developer

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**PROFILE**

I design and prototype usable experiences with elegant interactions and scalable front-end code. Using both quantitative and qualitative research methods, I explore, analyze and create solutions that seek to empower users while achieving business objectives.

Experience has taught me that our first solutions are rarely the best solutions. It is only through experimentation, analysis and iteration that we can find creative answers to design problems.

**SKILLS**

- UX Design
- UX Strategy
- Critical Thinking
- A/B Testing
- Usability Test Moderation
- UI Design
- HTML
- CSS
- Javascript

**SOFTWARE**

- Omnigraffle
- Sketch
- Photoshop
- Adobe Illustrator
- Balsamiq

**EXPERIENCE**

09/2014 - PRESENT, Booking.com, Amsterdam, Netherlands

**UX DESIGNER**

Use quantitative and qualitative research data to conceptualize, design, code and A/B test new features. Moderate usability tests. Create wireframes, workflows, interaction models and visual designs. Collaborate with product owners and developers.



08/2012 - 08/2014, Volusion, Inc., Austin, TX

**UX DESIGNER**

One of four ux designers responsible for designing an Mozu (mozu.com) enterprise e-commerce application. Created wireframes, workflows and interaction specifications. Defined user goals, flows and conceptual designs. Collaborated with product managers and developers. Communicated vision and concepts to stakeholders. Conducted user research.



05/2011 - 08/2012, Electronic Arts, Austin, TX

**SENIOR UI DEVELOPER + UX DESIGNER**

Responsible for the UI of a \$500 Million/year e-commerce application. Managed contract designers, conducted usability tests, created wireframes and user flows, defined design principles, designed and developed new product features.



03/2007 - 05/2011, OpenText, Austin, TX

**SENIOR UI DEVELOPER + UX DESIGNER**

Lead UI development for enterprise CMS, managed distributed contract developers, conducted usability tests, defined front-end code architecture and developed functional prototypes.



03/2005 - 03/2007, frog design, Austin, TX

**SENIOR UI DEVELOPER**

Developed rich internet, mobile, embedded and web apps for various fortune 500 clients. Performed requirements analysis, rapid visual and interaction prototyping, visual and non-visual component design and implementation and integration of applications.

