



Keith Aric Hall
Product Design Leader

LOCATION
Austin, TX

CONTACT
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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 and innovative solutions for our products.

SKILLS

- UX Design
- UX Strategy
- Critical Thinking
- A/B Testing
- User Research
- UI Design
- HTML
- CSS
- Javascript

SOFTWARE

- Omnigraffle
- Sketch
- Photoshop
- Adobe Illustrator
- Balsamiq

EXPERIENCE



02/2016 - PRESENT, RetailMeNot Inc., Austin, TX
SENIOR UX DESIGNER

Lead design and research for native app, desktop and mobile web products. Lead design sprints and structured brainstorming sessions. Mentor junior designers.



09/2014 - 01/2016, Booking.com, Amsterdam, Netherlands
UX DESIGNER

Used quantitative and qualitative research to conceptualize, design, code and A/B test new features. Moderated usability tests. Created wireframes, workflows, interaction models and visual designs. Collaborated with product owners and developers.



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

Conceptualized and designed an enterprise e-commerce application for web and native mobile.



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 DESIGN TECHNOLOGIST

Developed rich internet, mobile, embedded and web apps for various fortune 500 clients.

