

Charles A. Walsh

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Experience

UX Designer

Pixacore NYC, 10/17- 7/18

- Design websites, web apps, iOS, Android, and hybrid apps for Enterprise clients Bayer, Celgene Oncology, and The Children's Place (TCP).
- Facilitated cross-discipline workshops for info architecture, personas, features, etc.
- Conducted usability testing for Celgene, which won Pixacore a full site redesign.
- Lead design for the Bayer internal app.
- Lead the IA/interaction design of TCP's Task Management Software.

Cofounder, UX Designer

ContextGrid NYC, 8/16-6/17.

- Cofounded an Enterprise-focused Augmented Reality DNS startup, seeded by Keith Teare, cofounder of TechCrunch.
- Lead the end-to-end design/production of our database webapp, lookup APIs, 2 iOS applications and lookup SDK.
- Creating AR localization tool using AI, pointclouds, and computer vision.
- Created an AR Browser (think Safari for the real world) with out-of-box AR experiences.
- Created design strategy workshops, wireframes, prototypes, user research (in the wild inquiries, usability testing, etc) and visual design using a lean ux & kanban framework.

UX/UI Designer

Multibrain Remote, 2/16-8/16.

- Lead UX Design & Research for Enterprise 3rd-Party Social Media Publisher Web App.
- Clients: Avon, TYRA beauty, USANA, and Pampered Chef.
- Created wireframes, prototypes, user flows and facilitated user research (interviews, testing, recruiting, data synthesis).

I'm a **UX Designer** and entrepreneur that's passionate about using AR, Machine Learning, and emerging tech to make people's lives more awesome.

In just 4 years, I cofounded 2 startups—one funded by Keith Teare, Cofounder Europe's first internet service—and worked with enterprise clients like Bayer, Celgene, The Children's Place, Avon, Tyra Beauty, and more.

Tools

Sketch 

Adobe XD 

InVision 

UserTesting.c.. 

Omnigraffle 

Agile/SCRUM 

Mural.co 

HTML5 

CSS3 

JIRA 

UX Skills

Design

Workshopping/Strategy 2 Years.

Design studio, Whiteboarding, Mind Maps, Empathy Maps, Pain/Gain Matrix, PostUp, Knowledge Matrix, Journey Maps, Storyboards.

Information Architecture 4 Years.

Flow Charts, Sitemaps, Navigation Patterns, Content Strategy, Content Hierarchy.

Wireframes 4 Years.

Hi/Lo-Fi wires for iOS, Android, & Web Apps.

Rapid Prototyping 4 Years.

Prototype with InVision, Marvel, XD, & Figma.

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Cofounder, UX Designer

TravAlarm NYC, 6/15-7/16.

- Prototyped our Journey Planner App's UI designs via InVision & POPapp.
- Created & facilitated Usability Tests to improve our Traffic delay color scheme.
- Created & facilitated 'in the wild' Discovery Interviews to learn how NYers use their phone calendars.

Content Writer

R2L Inc NYC, 10/14-4/15.

- Designed a strategy using user-generated content & peer review articles about Cellphone Radiation.
- Used Hootsuite analytics to understand our Twitter followers & provide content based on engagement.

Copywriter

Yep! App NYC, 12/13-6/14.

- Wrote & proofed all copy for Friendmaking iOS App, Landing Page, & AppStore.
- Branded Yep! as an app for Spontaneous Hangouts.
- Created a UX tweak to gamify Yep! & bring in B2B revenue.

Copywriter

Inked Magazine NYC, 8/13-6/14.

- Researched & conducted interviews with tattoo artists (ex: Mimp, Seassick Mama, Max Pnieski).
- Wrote B2C web ad copy for the Inked Shop, featured articles, & web content.
- Ran the magazine's travel section & managed the Inked Mag blog.

Education

SUNY Buffalo

English Degree Linguistics Minor, 2013.

UX Skills

Research

Usability Testing 3 Years.

Guerilla, online, recruiting, & test writer/facilitator.

User Interviews 4 Years.

Phone, online, surveys, & 'in the wild' exp.

Data synthesis 3 Years.

Notetaking, affinity mapping, report making.

Quantitative research 3 Years.

A/B testing, Multivariate testing.

Qualifications

My UX Reading List

About Face

Alan Cooper.

Lean UX

Jeff Gothelf.

Don't Make Me Think

Steve Krugg.

UX Courses

UX Design Fundamentals

Joe Natolie.

Foundations of Usability Testing

Chris Nodder.

Lynda UX Courses: 18 Completed Total

Multiple Instructors.

Miscellaneous

I'm a signed musician via E&D Records

I make electronic indie music and my artist name is Charles Bordeaux. You can find my music on Spotify, iTunes, or any other major music platform.