

TOM CHAFFIN

UX DESIGNER

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717.951.7630
www.uxmind.design

TOOLS

Paper/Pen
Sketch
Invision
Whiteboards

SKILLS

Competitive analysis
Interviews
Surveys
Workshops
User Testing
A/B Testing
Persona Development
Requirements Gathering
Flows & Journey Maps
Management

ACHIEVEMENTS

GANNETT INNOVATION
GRANT RECIPIENT
Local Lifestyle App (2014)

SPRINGBOARD
Certificate/UX Design
(2017-2018)

CERTIFICATIONS

Lynda.com

FOUNDATIONS OF UX:

Information Architecture
Content Strategy
Design Research

EXPERIENCE

- **ZENQMS** www.zenqms.com

UX DESIGNER MAY 2020 - CURRENT

Co-lead of the design team in charge of redesign to multiple app flows and modules that help our clients with documentation and efficiency within the life sciences industry.

Led the initiative to research and implement a design system strategy and currently leading the design of the system that will bridge the design and development teams while producing app features in an accurate and efficient way.

Generating research plans to better understand our client base that is highly regulated and needing to be compliant on many levels including GMP and Part 11/Annex 11 compliance among others.

- **URALITY, LLC** www.urity.com

UX DESIGNER MARCH 2019 - JULY 201

Assisted in performing research on market verticals, and validate product hypothesis on target markets for a mobile application and product website.

Helped gather user information by conducting user interviews, creating a survey and having stakeholder discussions to best understand the user's habits in their travel planning and execution.

Collaborated with the founder in the design of the mobile app through numerous iterations using Sketch and Invision. Each design idea was led by user research with constant creation of user scenarios and personas.

- **ORANGELEPHANT SOCIETY** www.oes.media

FREELANCE UX DESIGNER 2017 - 2020

Worked closely with owner/creative director to define client goals and to impleme strategies to reach defined marketing goals and web presence.

Developed a clear understanding of the client's users through research such as surveys, competitive analysis and website audits, taking collected data to formulate educated solutions on design and business strategy.

Worked with the client and development team when sketching and wireframing ideas, always getting feedback from clients and users to present a product that exceeds both user goals and client goals.

- **CLIPPER MAGAZINE, LLC**

CREDIT ANALYST/SPECIALIZED CA/SENIOR CA 2012-2015