

# 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](http://www.zenqms.com)

UX DESIGNER/BUSINESS ANALYST 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.urality.com](http://www.urality.com)

UX DESIGNER MARCH 2019 - JULY 2019

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](http://www.oes.media)

FREELANCE UX DESIGNER 2017 - 2020

Worked closely with owner/creative director to define client goals and to implement 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