

DERRICK SNIDER

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derricksniderdesign.com

SELECTED EXPERIENCE

LEAD USER EXPERIENCE DESIGNER **USAA** **Austin, TX** **2018 – Present**

- Direct generative research and synthesis
- Educate stakeholders and partners on human centered design process, tools and techniques
- Design research protocols, synthesis process and competitive analysis

SENIOR USER EXPERIENCE DESIGNER **Honeywell** **Austin, TX** **2016 – 2018**

- Designed platform architecture and DLS for connected services
- Led user experience design for smart home app and connected building platform
- Directed prototyping and user testing protocol for smart home platform
- Managed development and design teams, planning program increments and sprints

USER EXPERIENCE DESIGNER **Theresa Neil Strategy + Design** **Austin, TX** **2014 – 2016**

- User experience and interaction design for iOS, Android, responsive web apps and desktop software
- Research, strategy and design for IoT, connected home and wearables
- Created high fidelity prototypes, coordinated protocol design and user testing
- Clients: Honeywell, Bloomberg, Grokker, RideScout, SteadyServ, Innography

USER EXPERIENCE ART DIRECTOR **ScrollMotion Inc.** **New York, NY** **2011 – 2014**

- Directed user experience, art direction, content and interface design for SaaS software
- Managed studio design and development teams
- Led prototyping and feature definition for products
- Clients: Genentech, Harvard Business Review, PwC, Hearst Publications, Lancôme, American Banker

MOBILE APP & WEB DESIGNER **Infusion Development** **New York, NY** **2010 – 2011**

- Led design and prototyping for marketing, trade and social apps
- Directed user experience, interaction design and product development for apps and web
- Clients: Emirates, L'Oreal, AuditionBooth

MOBILE APP & WEB DESIGNER **NYU Langone Medical Center** **New York, NY** **2009 – 2011**

- Directed user experience for patient treatment app and NYU medical staff safety training app
- Redesign of website templates across NYULMC system

WEB DESIGNER **CalArts & On Stellar Rays** **New York, NY** **2009 – 2010**

- Created interactive and graphic design for eastofborneo.org, a fine art and academia social site for CalArts
- Designed branding for onstellarrays.com an art gallery site

ART DIRECTOR **Source Media Inc.** **New York, NY** **2006 – 2010**

- Managed design team and art direction for financial publications
- Creative direction of website redesign
- Commissioned unique artwork, directed photo shoots, and oversaw art budget

ART DIRECTOR **Art & Ink Publications** **Hoboken, NJ** **2002 – 2006**

- Art direction, branding design, photo editing, and layout for seven art, music and culture magazines
- Directed design team and final print approval

EDUCATION

BFA STUDIO ART **University of Texas** **Austin, TX** **2001**