# Ezra Ekman

## UX Designer, Maker, and Builder Delivers Exceptional Results Under Tight Deadlines

Meticulous and broadly skilled creative professional with over 20 years of industry experience designing, building, and prototyping seeks to guide the next generation of minds via play-based learning and education. Fluent in all aspects of digital experience design of mobile applications and responsive sites, from UX research and visual design to coding and testing. Skilled in a wide range of creative media types, including digital art, photography, videography, audio recording, music composition, and storytelling. Adept at converting ideas into reality with hands-on physical prototyping utilizing 3D printers, laser cutters, and makerspace facilities. Excels in fast-paced environments, and a self-motivated team player who collaborates with passionate advocacy to build success.

Strengths: Brainstorming and idea conception; rapid prototyping and iteration; communication between creative and technical teams; assessing project scope and level of effort; identifying personas and user journeys; conducting heuristic evaluations; establishing new brands and matching existing brands and style guides; mentoring, coaching, and building partnership through active engagement and supportive encouragement.

## Professional Experience

### Front Range Community College: Photographer & Videographer Sep 2017 – Jan 2021

* Photographed students, faculty, and executives, shot news photos, scientific images, and headshots, provided photo and video coverage of performances and graduation ceremonies, and mentored other photographers.
* Produced promotional and educational videos for college scholarship programs, podcasts, and employee training, including script writing, actor direction, audio recording, music composition, and final post-production.
* Led the creation and development of a comprehensive image library in 3 weeks to move Biology, Anatomy and Physiology, and Geology courses online at the start of the COVID-19 pandemic for FRCC’s Science Department.

### Infosys Technologies: Principal User Experience Designer Jan 2012 – Mar 2017

* Built proof-of-concept prototypes and promotional videos for prospective clients, at a 90%+ sales success rate.
* Refreshed UX and visual design on Aetna’s Workability site, increasing usability for thousands of employees.
* Led teams of onshore and offshore UX designers and UI developers, ensuring consistent client deliverables.
* Partnered directly with client executive leadership, stakeholders, product owners, and end-users.

### Myspace: UI Design & Development Lead Jan 2010 - Mar 2011

* Developed 4 high-traffic automated and community-driven support sites, serving millions of users daily.
* Improved the findability of help topics, increasing contact deflection without confusing or frustrating users.
* Captured and produced video tutorials, improving help articles and make Myspace features more intuitive.
* Designed wireframes, mockups, and style guides, and photographed executive portraits and company events.

### University of California, Office of the President: Contract UX Designer & Developer Jan 2009 - Jan 2010

* Developed 3 web-based portals, including California Digital Library and eScholarship, improving discovery and accessibility of articles and research for more than 40,000 UC students, faculty, and librarians worldwide.
* Interviewed users, defined personas and user journeys, produced wireframes, and built clickable prototypes.

### Freelance User Experience Design & Development Aug 2000 - Jul 2009

* Designed and built web sites, iOS and Android apps, and digital campaigns for over 80 independent brands.
* Managed numerous simultaneous projects while defining brand strategy, developing scalable web sites, developing corporate training courses, and designing wireframes, mockups, logos, and other collateral.

## Skills and Expertise

### UX Design, Visual Design, and Usability

* Designing user-centric, responsive, mobile-first, and Section 508 accessible experiences and design principles.
* Performing extensive user research and interviews and analyzing end-to-end customer experience journeys.
* Defining interaction design standards and scalable solutions that consider usability, aesthetics, and accessibility.

### Creative Content and Physical Prototyping

* Photography, including headshots, products, editorial images, macro and microscopy, retouching, and lighting.
* Videography, including audio/video capture, production, music composition, green screening, and streaming.
* Designing 3D-modeled objects from scratch or modifying existing models in software (ex: Blender, Fusion 360)
* Producing custom-designed physical objects utilizing 3D printers, laser cutters, and prototyping by hand.

### Technical Implementation, Testing, and Metric Verification

* Hand-coding clickable, functional prototypes with production-ready code to ease asset handoffs to developers.
* Preparing visual style guides and design pattern libraries for consumption by both design and technical teams.
* Establishing quantifiable metrics via A/B or bucket testing using prototypes and live, production environments.

### Project Management and Leadership

* Estimating scope, timeline, and effort, identifying strategic objectives, and adapting to changing scenarios.
* Composing user stories, tracking projects, and reporting defects via Basecamp, Slack, Rally, JIRA, and Bugzilla.
* Mentoring employees and coaching teams through positive reinforcement and individual empowerment.
* Performing individual and classroom instruction and clarifying complex topics to a non-technical audience.

### Software Proficiency and Design Tools

Axure RP, Adobe Creative Suite (Photoshop, Illustrator, Lightroom, Dreamweaver, Premiere), Balsamiq Mockups, Blender, Cubase, Eclipse, Final Cut Pro, Fusion 360, Logic, OmniGraffle, Visio, Visual Studio.

## Volunteer Activities

### Front Range Community College Student Government Association: Vice President Jan 2019 – Jan 2021

* Advocated for student rights, led team-building activities, promoted scholarship opportunities, built mental health initiatives, and created and published the first complete guide to free student resources on campus.
* Awarded the Vice President’s Service Award for outstanding leadership and service to the college and community, and the Janet White Citizenry Award for creating an open and supportive setting in the classroom.

### FRCC Club Founder and Officer: Tech Club (Founder) and Tabletop Club (Secretary) Jan 2018 – Jan 2021

* Led workshops, performed and guided repairs and upgrades, built educational technology projects, promoted inter-club collaboration and cooperation, and encouraged leadership opportunities for other club members.

### Four-Wheel Emergency Assistance Team (FEAT): Emergency Personnel Transportation Mar 2016 – May 2018

* Transported doctors, nurses, and emergency and disaster relief workers during extreme weather conditions.

## Education

### Bachelor of Fine Arts: Illustration Anticipated May 2024 University of Colorado, Denver Denver, CO

### Associate of Arts: General Jan 2021 Front Range Community College Westminster, CO