

# Cole Hooley

PRODUCT DESIGNER

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PORTOLIO: [hooley.cc](http://hooley.cc)

## SUMMARY OF EXPERIENCE

- Passion for solving challenging problems
- Exceptional collaborator with effective interpersonal and communication skills
- Ability to combine user needs with business requirements in meaningful, empathetic ways
- Unbridled desire to continuously learn and improve in every aspect of professional life
- Experience working as part of an Agile team

### UX SKILLS

Information architecture, discovery workshops, sketches, lo-fi & hi-fi wireframes, user flows, prototyping, competitive analysis, heuristic evaluation

### UI SKILLS

Creative exploration, interface design, component library/ front-end framework design

### TECHNICAL SKILLS

Expert level understanding of Sketch, InVision. Strong Photoshop and Illustrator experience. Familiarity with Axure and Omnigraffle. Strong understanding of HTML & CSS.

## PROFESSIONAL EXPERIENCE

### Product Designer, Ameriprise Financial (Contract)

SEP 2017 – CURRENT

- Created a vision for the future of Ameriprise.com that aligns with the direction of the company and resonated with the CEO & CMO
- Worked to make constant changes to Ameriprise.com to increase KPIs and technical efficiencies, backed by analytics and user research

### Freelance

NOV 2012 – CURRENT

- Managed expectations of multiple business interests within clients' companies to ensure all needs were being met
- Partnered with clients' other external partners to ensure solutions were holistic and effective with other strategies

### UX Designer, Horizontal Integration

APR 2017 – SEP 2017

- Built strong relationships with clients that create trust between our two companies, by demonstrating expert knowledge and creating value for their business
- Studied clients' users to develop core personas that interact with their business to help them gain an understanding of how our projects impacts these users

### Senior UX/UI Designer, Flexmls

JUN 2014 – APR 2017

- Partnered with Product Managers to create products that improved the way our users do their jobs
- Studied data and user interviews to understand our users' behavior and needs
- Evangelized user-centered design-thinking practices with the engineering team and business stakeholders
- Worked across multiple products to bring disparate designs into alignment with each other

CONTINUED BELOW

## Web Developer, Flint Interactive

APR 2013 – JUN 2014

- Communicated technical concerns and requirements of web projects with clients, project managers, and designers to achieve efficient project workflow

### EDUCATION

## Minnesota State Comm & Tech College

SEP 2011 – MAY 2013

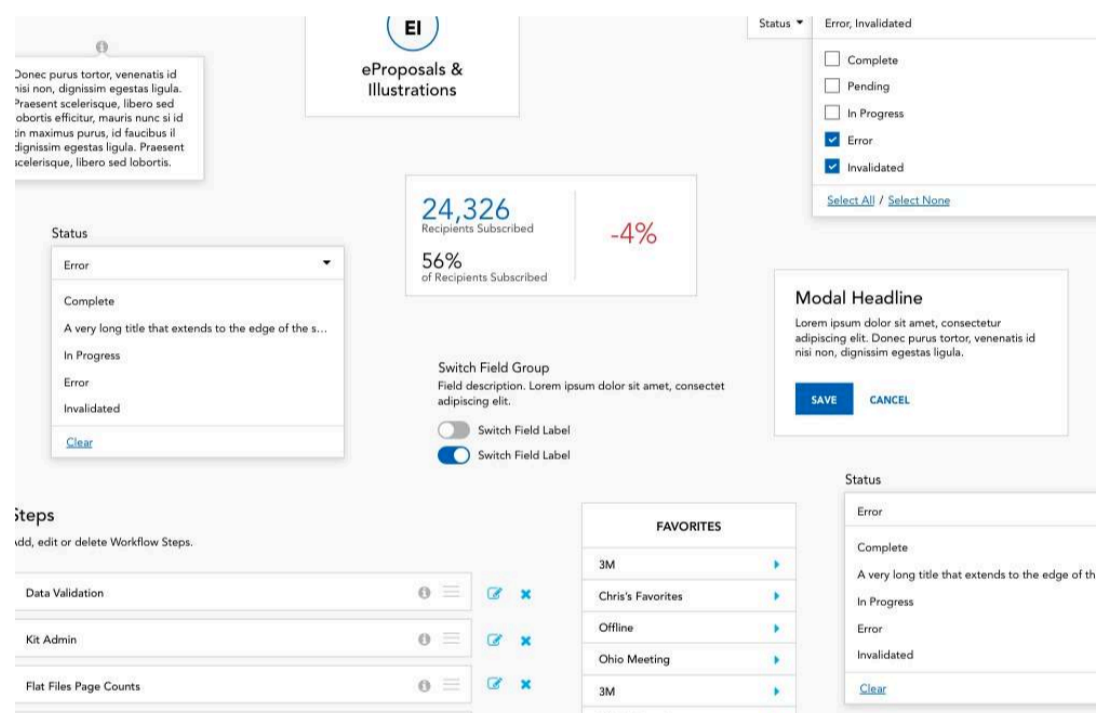
Web Dev AAS, 3.81 GPA, President's List

### PROJECT SNEAK PEEKS

Go to <http://hooley.cc> for deeper looks at these and more projects

## Merrill Corp Design System

Merrill Connect is an enterprise product suite that allows companies to coordinate large print jobs with unique content for each recipient. I helped them understand how all of the complex pieces fit together, design key flows, and create a design system.



## Flexmls Search & Filter User Flow

A key experience of Flexmls is the search process. This process is what enables users to find their dream home. The aim when redesigning this experience was to make it a fluid experience that was easy to get into without committing too much cognitive energy, but be able to go in and refine as needed.

