

Cole Hooley

PRODUCT DESIGNER

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PORTOLIO: 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

Senior Product Designer, Ameriprise Financial

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

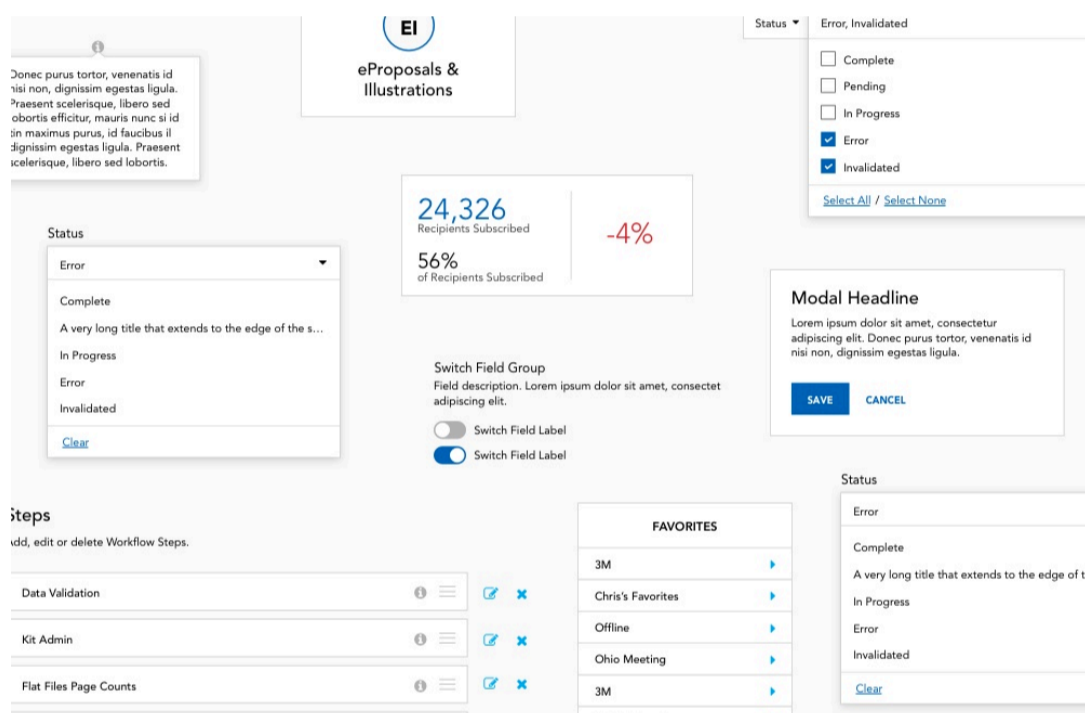
Web Dev AAS, 3.81 GPA, President's List

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.

