



CHRISTOPHER DYE • 3613 GRANADA AVENUE • SAN DIEGO • CA • 92104 • (619) 203-3165 • WWW.DYEWORCS.NET

CAREER SUMMARY

Innovative, award-winning user experience designer with a broad portfolio spanning desktop, online, and mobile apps for e-commerce, entertainment, education, and cultural industries. Passionate about simplifying the complex, and creating designs that are intuitive and emotionally engaging. Possesses a keen ability to shepherd big initiatives without losing sight of the details that matter. Core competencies include experience design, creative leadership, and interaction design.

EMPLOYMENT

User Experience Designer / Independent Contractor

Dyeworks Internet Design
September 2014–Present
User experience design and consultation on an independent contract basis.

Principal Interaction Designer, reporting to XD Group Manager

Intuit, Inc., San Diego
February 2008–August 2014

- Partnered with product and project managers, engineers, subject matter experts, marketing, research, and editorial to deliver high-profile, easy-to-use consumer experiences for TurboTax while negotiating tight deadlines, technological barriers, regulatory compliance, and resource constraints.
- Led the design process, managing interaction, visual, and content designers to deliver wireframes, storyboards, functional prototypes, and platform-ready UI's in an agile work environment. Participated in user immersion and usability sessions, and facilitated team brainstorming. Ideated based on customer feedback, analytics, and customer contact metrics in order to meet business objectives. Collaborated with marketing to increase revenue through in-product cross-sells.
- Created experiences for the flagship TurboTax Online and desktop products, the New Simple Filer experience, My TurboTax account dashboard, MyTaxRefund mobile app, and TurboTax for Android tablet.
- Ensured user experience consistency by establishing a design pattern library, and leading weekly core designer reviews.
- Winner of a Scott Cook Innovation Award in 2012 for the MyTaxRefund mobile app.

User Interface Designer, reporting to Director of Business Process Initiatives

University of California, San Diego
January 2006–February 2008

- Collaborated with clients, project managers, engineers, and front-end developers to create online applications and the UCSD.edu website.
- Led the design process for a site-wide redesign by evaluating legacy designs, generating prototypes, producing final Web-ready page templates for the Vignette CMS, and supervising two UI front-end developers.
- Generated iterative wireframes, functional prototypes, and web-ready UI's for applications and websites.
- Led design review meetings, incorporating user and stakeholder feedback.
- Headed the department's Standards Working Group to examine and define UI and presentation standards for all campus projects.

Web Producer and Designer, reporting to Program Manager

Collaborative Art Resources for Education, San Diego
January 2005–January 2009

- Produced, developed, and designed an arts-based lesson plan website targeted towards educators and parents. Helped define project goals and audience needs, developed information architecture and technology specifications.
- Generated iterative wireframes, functional prototypes, and final web-ready UI's.
- Led design review meetings with stakeholders.
- Conducted usability testing.
- Programmed HTML, CSS, and Flash elements.

Web Designer, reporting to Web Portal Manager

J. Paul Getty Trust, Los Angeles

August 2001–July 2004

- Designed immersive, interactive websites to coincide with exhibitions on display at the world-famous museum.
- Partnered with the senior web analyst in evaluating UI effectiveness, participated in usability tests, and incorporated user feedback.
- Redesigned the museum's numerous websites over an 18-month period, evaluating legacy designs, restructuring of information architecture, establishing style guidelines, and developing templates to be used within the Team Site CMS.
- Participated in all phases of project life cycles by developing project goals and audiences, information architecture, content conceptualization, and technology platforms.
- Generated iterative wireframes, functional prototypes, and final web-ready UI's.
- Led design review meetings with stakeholders.
- Received a Webby Award for the Devices of Wonder website.

Web Producer and Designer, reporting to Festival Director

Los Angeles Film Festival, Los Angeles

February 2000–February 2004

- Produced and designed a database-driven e-commerce website for the annual film festival.
- Defined project parameters and information architecture.
- Generated iterative wireframes, functional prototypes, and final web-ready UI's.
- Programmed HTML, CSS, and Flash elements.
- Conducted usability tests that resulted in an improved ticket purchase task-flow and a 400% increase in online ticket sales over a 4-year period.

Web Designer, reporting to Editor-in-Chief

National Lampoon, Los Angeles

December 1999–July 2000

- Designed prototypes and final web-ready UI's for the comedy franchise.
- Programmed HTML and Flash elements.
- Collaborated with marketing in conceptualizing and producing promotions, online sweepstakes and banner ads.
- Received a Webby Award nomination in the comedy category for 1999.

Web Producer and Designer, reporting to Marketing Manager

United Paramount Network (UPN), Los Angeles

July 1996–July 1999

- Redesigned the network television website to promote a new brand identity campaign and market the network's offerings.
- Generated iterative prototypes and final web-ready UI's; produced daily updates to the site.
- Collaborated with marketing to design sweepstakes promotions and banner ads.

EDUCATION

UCLA Extension - Interface Design (Grade 4.0)

Otis School of Design - Typography I & II, Color Theory (Grades 4.0)

Usability and UI conferences: UIE 2002, DUX 2003, UI11 2007, UI13 2009, CHI 2011

AWARDS

Scott Cook Innovation Award (2012) – MyTaxRefund mobile app

Webby Award winner (2002) – Devices of Wonder

Webby Award nominee (1999) – National Lampoon.com

PATENTS

Mobile Data Import for Financial Return, awarded June 3, 2014

Populating Tax Data Using an Employer Identification Number, awarded May 6, 2014

Method and System for Automating Entry of Charitable Donations, awarded January 30, 2009

Location Based Speech Recognition, patent pending

Method to protect customers from Stolen Identity Refund Fraud, patent pending

AFFILIATIONS

SIG/CHI (Special Interest Group/Computer Human Interaction)

SOFTWARE & HARDWARE

Adobe Photoshop, Illustrator, Dreamweaver, Omnigraffle, Axure, Fireworks, JIRA, basic HTML and CSS