

David Dillon

Creative Director, UX Strategist, Designer & Researcher

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Chicago Area (773) 655-9315

HELLO.

I am a UX strategist, designer, and researcher with over 20 years of experience in creative direction and best-in-class digital product design. I am a self-motivated leader who is passionate about experience design, thought leadership, and discovery research and I put a strong focus on end user experience.

I am enthusiastic about building engaging user experiences that make technology feel effortless. I enjoy applying various UX methodologies to solve problems and unite strategic business goals and objectives. I strive for my end product to combine a user-centric experience with outstanding design.

Core Competencies

Creative Direction
UX Direction
UX Discovery & Strategy
UX Design
Qualitative UX Research
User Flows
Persona Development
Heuristic Evaluation
Competitive Analysis
Benchmark Analysis
User Interviews
Card Sorting
Tree Testing
Information Architecture
Journey Mapping
Wireframing
Prototyping
UX Validation & Testing
A/B Testing
Branding
Illustration
Creative Presentations
Graphic Design/Layout
Project Management
Social Media Marketing
Problem Solving
Team Management
Team Resourcing
Team Hiring
Blog Writing

Technical Proficiencies

Sketch
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe XD
InVision
InVision Freehand
InVision DSM
Proto.io
Google Analytics
Keynote
PowerPoint
Excel
Confluence/Jira
Smartsheet

Methods

Agile Development
Waterfall Development

Growth Opportunities

Figma
Framer
Azure
Balsamiq

Education

Northern Illinois University

Class of 2000 - Bachelor of Fine Arts focused in Illustration

School of the Art Institute of Chicago

1998-2000 - Early College Program

Summary of Experience

- Over 20 years of experience of website & UX design in an agency setting
- Over 15 years of experience in various industries such as e-commerce, associations, healthcare providers, professional sports teams, government agencies, financial institutions, and retail marketing
- About 15 years of experience in creative direction, team management, and resourcing
- Over 10 years of experience building digital products with evidence-based design
- Over 10 years of experience presenting digital solutions to enterprise clients
- Ample experience presenting at forums and webinars
- Experience in designing on platforms such as Magento, BigCommerce, Progress Sitefinity, Sitecore, Drupal, Salesforce, Kentico, Znode, Shopify, OroCommerce & much more.

Professional History

Americaneagle.com // Creative Director

Desplaines IL - November 2006 - 2020

- Shaped creative strategy and oversaw visual direction for all digital solutions and campaigns
- Managed the creative team, which consisted of 12 designers
- Owned responsibility for implementation of brand integrity, values, messaging, and marketing
- Compiled user research and validated UX strategies
- Created information architecture, wireframes, and prototypes
- Wrote customer-facing blog posts about various UX design topics
- Identified new disciplines and expertise for the creative team and mentored new employees
- Participated in the hiring process by writing job descriptions and conducting interviews
- Attended seminars and continuing education training

Orbitz // Senior UX Designer

Chicago IL - August 2006-November 2006 - Engaged with numerous project teams on enhancements, new additions, and initiative design and performed experience testing and validation.

Razorfish // Senior UX Designer

Chicago IL - March 2006-August 2006 - Performed interactive UX design for the Kraft Foods creative team and created digital banners, interactive websites, and social media campaigns.

Americaneagle.com // Senior Designer

Des Plaines IL - 2003-2006 - Designed over 100 websites for clients across varying industries and managed direction of multiple coinciding projects and deadlines.

Keno Koze Associates // Web Graphic Designer

Chicago IL, 2001 - 2003 - Completed numerous website graphic designs and performed HTML programming.

Recent Clients & Collaboration

WeatherTech®

KOMATSU

MU Extension
University of Missouri

Portillo's®
HOT DOGS • BEEF • BURGERS • SALADS



FISHER INVESTMENTS®

Awards and Achievements

Many of the digital product designs to which I have contributed have received the following recognition:

- Hughes Federal Credit Union - Progress Sitefinity Website of the Year Award winner - 2020
- New York City Department of Education - Best of New York City Award for Best External Application - 2019
- American Management Association - Davey Award Winner - 2019
- Sanford Health - Muse Award Winner - 2019
- Komatsu - Gold Davey Award for Manufacturing - 2018
- Freund Container (Division of Berlin Packaging) - B2B Excellence Award for Big Commerce - 2018
- Green Bay Packers Hall of Fame and Stadium Tour - Horizon Interactive Award for Best Website - 2018
- WeatherTech.com - Best in Class Interactive Media Award for E-Commerce - 2012, 2014, and 2018
- WeatherTech.com - Gold Horizon Interactive Award for E-Commerce - 2014
- ChefWear.com - Best in Class Interactive Media Award for E-Commerce - 2014
- Joint Commission - Silver eHealthcare Award - 2013

Forum Presentations

- *Trends in User Experience Design in 2019*. presented at 2019 Americaneagle.com Forum
- *Modern Design: Usability and Accessibility*. presented at 2017 Americaneagle.com Forum

Online portfolio & referrals available upon request.

Contact

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