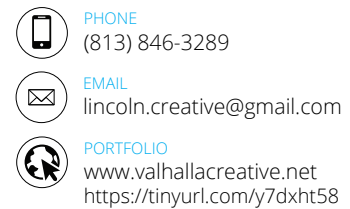


TODD LINCOLN

UI/UX/PRODUCT DESIGNER



Passionate about pixel-perfect User Interfaces and engaging User Experiences.

I am motivated by the opportunity to design, iterate, and perfect functional user interfaces and experiences that delight users through their elegance and simplicity. With over 10 years of combined experience at innovative software companies and design agencies I am well versed in the intricacies UI/UX design and user behavior. I am a true user advocate across teams that I collaborate with, and the interfaces I design always focus on providing a delightful user experience.

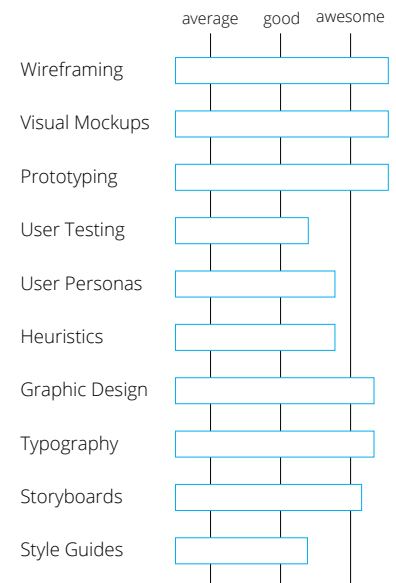
WORK EXPERIENCE

- The Advisory Board**
Crimson
Nov 2013 - Present
SENIOR DESIGNER
Design and implement new features from initial sketches to scheduled release
Translate complex requirements into functional and delightful features and experiences
Responsible for doubling customer conversion rate by simplifying IA/Navigation structure
Created a number of rapid prototypes that increased sales by over 200%
- University of South Florida**
Aug 2006 - Nov 2013
SENIOR INTERACTIVE & INTERFACE DESIGNER
Designed/developed interactive applications, iOS/Android apps, web sites, and graphics
Led project from initial client consultation through wire framing and UI iteration to launch
Maximized usability and UX of all products through rapid iteration and user testing
Created award winning designs through expert use of graphics, color, and typography
- University of South Florida**
Oct 2004 - Aug 2006
MULTIMEDIA AND WEB DESIGNER
Designed interactive applications, web sites, and graphics for multiple University depts.
Increased student satisfaction and retention for online courses through creative design
Worked with multiple stakeholders to create immersive online educational experiences
Concepted, wireframed, and developed web pages and digital assets
- Multiple Clients**
Apr 2008 - Present
FREELANCE GRAPHIC & WEB DESIGNER
Design pixel-perfect digital experiences that delight users via complex yet beautiful UIs
Create mock-ups, wireframes, and user flows to achieve optimal User Experience
Create digital experiences for both mobile apps and the responsive web
Utilize multiple testing methods to validate designs and patterns with real users

EDUCATION

- Master of Science**
ENTREPRENEURSHIP & APPLIED TECHNOLOGIES
University of South Florida | GPA: 4.0
- Bachelor of Arts**
BIOLOGICAL & COMPUTER SCIENCES
Clemson University | GPA: 3.6

PROFESSIONAL SKILLS



PROFESSIONAL TOOLS

