

Jeff Appel

Product & UX Designer

📍 Denver, USA

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summary

Experience designer with core strengths in product design, design strategy, and process & operations. I have over seven years of agile UX experience in agency, corporate, and start-up contexts creating SaaS, B2B, B2C, platform, and enterprise solutions. My academic background allows me to quickly synthesize complex problems and provide valuable design insights and solutions.

core skills

UX/UI/Product

HCI / User-centered design

Proof-of-concepts / Wireframing / User flows / Northstar concepts

Interaction design and microanimations / Rapid prototyping /

Visual design / High-fidelity mockups / Data visualizations / Dashboards

Insights and Strategy

Co-creative design sprints with multi-tiered, inter-departmental teams

Qualitative and quantitative data insights

Process discovery and implementation for teams lacking structure

work experience

Product Designer II (February 2021 — current)

Microsoft, Denver, CO (Remote)

I currently work with the Modern Workforce Transformation team, where I design experiences for Frontline Workers in various industry verticals.

Lead Designer (January 2018 — current)

Ghost Town Creative, Denver, CO

I run a small creative studio, Ghost Town Creative, to satisfy off-hours client work in product design, UX writing, copywriting, and semiotic analysis.

Sr. Product Designer (January 2020 — January 2021)

Manufact, Boston, MA (Remote)

I led UX initiatives for this SaaS construction-tech startup that created end-to-end solutions for enterprise construction companies. I focused on product

leadership and design, UX/UI education and evangelization, process generation, and project prioritization; I tackled design debt and led new product design and strategy. I designed data visualizations and persona-based dashboards, and I took 20+ projects from research to release in just over 12 months.

UX Designer (January 2019 — March 2020)

The DHI Group, Denver, CO

I led B2B and B2C redesign initiatives for two job marketplace brands: Dice.com and eFinancialCareers.com. I delivered numerous projects under tight timelines within an Agile context. I facilitated design sprints across departments, ensuring that voices outside the design team had the opportunity to contribute to the development of our products. I conducted usability tests, iterated designs based on user feedback, and worked on everything from feature redesigns to data visualizations to north-star visions for future products. I led design reviews with executive stakeholders in the U.S.A. and the U.K.

UX Design Intern (October — December 2018)

Cloud Elements, Denver, CO

I conducted qualitative user interviews, usability testing, and heuristic reviews to identify critical pain-points in the site's on-boarding process. I created a new sign-up flow and user dashboard, improved training materials, and simplified information architecture.

Adjunct Professor and Academic Researcher (August 2014 — June 2018)

University of Denver, Denver, CO

I built online courses and course materials to fit modern human-centered and instructional design conventions. I advised students and evaluated student coursework. I taught courses in the Departments of Philosophy and Religious Studies, and I conducted research for tenured professors.

UX Design Assistant & Project Manager (March 2012 — January 2013)

Secret Design Shop, Denver, CO

I managed design production, client communication, deadlines, and delivery of final design assets for senior designers.

Freelance UX Writer & Copywriter (February 2009 — August 2011)

Effective UI, Denver, CO

I worked with the Denver agency's in-house PR to produce articles, blog posts, press-releases, and client communication regarding UX best practices.

tools

Design

Figma, Sketch, Adobe CC, et. al.

Animation

Figma, Principle, Sketch/InVision, et. al.

Dev

HTML, CSS, Javascript; GitHub; Figma, Zeplin, Marvel for hand-offs

education

UX Design Immersive — 2018

General Assembly, Denver, Colo.

Ph.D., Philosophy and Cultural Theory (A.B.D.) — 2018

University of Denver, Denver, Colo.

M.A. Philosophy and Religion — 2016

University of Denver, Denver, Colo.

M.A., Theological Studies — 2014

Regent College, Vancouver, Canada

B.A., English and Journalistic Writing — 2003

Calvin College, Grand Rapids, Mich.