Chris d'Aquin

Saint Augustine, FL 32095

404-330-2058

cmdoc@yahoo.com

Product Designer & UI/UX Manager

Unique Combination of IT Skills – 10+ years in Web Development, then 12 years in UI/UX
Toastmasters Competent Communicator
Wood Badge Advanced Leadership Certification
American Citizen

"Chris is unique because he can do product design strategy, usability strategy, as well as execute designs and interaction modeling. He's a special combination of business acumen and design talent! As a leader, colleagues trust and respect Chris because he leads with trust and respect." – *Colleen Tiner, SVP of Product Strategy at Beeline*

"Chris is a great mind when it comes to considering how users interact with software. His greatest strength is his ability to listen with patience. I would recommend Chris for any company looking to have someone take a calm, focused, and empathetic approach to how their product is perceived by end users." – *Dan Khublall, Director of Product Growth & Strategy at Beeline*

Qualifications Summary:

- **User Research and UX Strategy** – Instituted company-wide program of user research and usability testing, setting strategy of how often to test and key points when testing should be done. Efforts resulted in a 175% increase in research and testing and drove critical understanding of our users.
- **Cross-Functional Team Leader** – Managed large multi-year project to rethink major product line impacting all clientele for a world-wide company. Coordinated early strategy discussions with Product Strategy, Product Design, and product managers. Praised for consistently hitting key project milestones and deliverables.
- **Mentoring & Leadership** – Team lead of product designers and UX engineers while at Beeline. Responsible for mentoring junior members on the team. Recognized for ability to grow an exceptional team around me through influential leadership and mentoring.
- **Passionate about UX** – Spent most of the last 12 years focused on user experience and applying Human Centered Design principles. Detailed knowledge and understanding in personas, journey maps, usability testing, UX design reviews, and fixing UX issues through data-driven decisions. Praised for having a fantastic understanding of the user's point of view and having a passion for fixing usability problems.

Experience:

Senior Product Designer
Beeline ● Jacksonville, Fla. ● Dec 2020 – June 2023
Team lead within Product Design at Beeline, a B2B SaaS platform that helps clients keep track of their contract and contingent workforce.

1. Coordinated the effort to redesign major product line that affected all world-wide clients. This full design cycle project covered everything from conducting user research, gathering business

requirements, determining information architecture, prioritizing features, creating overall journey maps, and wireframing/prototyping in Figma.

- Project involved tying new product into three current Beeline webapp products on the frontend and backend to create an improved overall user experience for all products.
- Praised by Director of Product Design for consistently hitting key milestones and deliverables throughout the project.
- Received a personal note of thanks by a senior manager for "helping everyone in the project remember the user needs to love the experience more than the stakeholders."

2. Conducted dozens of user interviews, usability tests, and other research methods. Personally coached other designers and teams on how to perform their own testing.
3. Regularly conducted presentations to senior leadership and other stakeholders to review results and key findings from research.
4. Commended for ability to design interfaces with complex data visualizations that cut away clutter and confusion, helping the user to quickly understand key data points.
5. Success in UX research and UI designs led to a promotion from Interaction Designer to Senior Product Designer.

Supervisor
Bannon Lakes Community Development District • St. Augustine, Fla. • Nov 2020 – current

Currently serving as vice-chairman of five-member Board of Supervisors who control common properties, business, and day-to-day operations for over 4,000 residential members living in six individual communities. This is a publicly elected position.

1. Manages an $800,000 budget and supervises performance of two employees responsible for the day-to-day operations and maintenance for Bannon Lakes property and amenities.
2. Responding to member concerns and complaints, conducted a study of current amenity usage.
   - Interviewed members to determine validity of complaints, surveyed actual usage of amenities, and then projected future usage and needs.
   - Results of the study presented a clear picture of actionable items and what needed to be addressed in the future.

Director of Community Outreach Program
The Church of Jesus Christ of Latter-day Saints • St. Johns, Fla. • Jun 2020 – current

Supervises nine-member committee whose purpose is to enhance the quality of life for members of the community by providing service for them, spiritual enrichment, and added purpose to their lives. The program engages members of the church of all ages and requires a complex mixture of project management, training, and evaluation.

1. Created a year-long plan to increase community awareness and interaction.
   - Gave one-hour training session to approximately 100 people to implement plan.
   - Received accommodations from local church leadership for the plan's effectiveness and how it cut to the heart of the matter, presenting clear path forward for member involvement and actions.
2. Holds weekly coordination meetings with the committee, giving out assignments, and mentoring several junior members of the committee.

Product Designer
Bank of America • Jacksonville, Fla. • *Contractor* • Apr 2019 – Dec 2020

Lead UI architect and UX designer for three vital internal web applications dedicated to implementing and maintaining server configurations within the bank's network. Created design systems for two of the three applications, focusing on human-centered design principles.

1. Designed an end-to-end web app for cloud server configuration creation and management, working with project managers, product owners, and hardware/server administrators to transform a complex process into a seamless system. This app was estimated to reduce new server setups by over 75%.
2. Converted a legacy maintenance web app to a modern, intuitive interface. Performed user research by observing how users interacted with current system followed up with detailed interviews.
    - Identified key areas of confusion and user pain. The redesign proposal to address those problems was received with overwhelming approval from management.
    - Greatly increased the web app's usefulness by combining server information, logs, updates, maintenance, and editing in one easy-to-use screen.

Senior UX Engineer
Starting Point Software • Jacksonville, Fla. • *Contractor* • Apr 2018 – Mar 2019
Design lead for creating overall user experience and interfaces for multiple large projects for clients in the financial services and home maintenance industries, covering mobile, web, and print.
1. Designed a new website and accompanying mobile app for a medium-sized financial consulting company.
    - Collected requirements, evaluated user needs and interaction, devised all user interfaces and functionality, and guided developers through the development phase.
    - Met or exceeded all milestones and deliverables.
2. Drastically redesigned a fatally flawed sales report for a major HVAC company.
    - Investigated the process that generated the report and identified key issues where data was being lost or misrepresented.
    - Customer was immensely pleased with the result, which turned a program that was about to be scrapped into a profitable business line.

CRO Engineer and A/B Test Designer
InterContinental Hotels Group • Dunwoody, Ga. • May 2015 – Apr 2018
As part of the Testing & Optimization team, I improved conversions and the overall user experience across all IHG websites. Testing was performed on live websites via Adobe Target with heavy usage of Adobe Analytics.
1. Held semi-annual planning meetings where we identified a range of potential issues and then prioritized which ones to pursue based upon a matrix of effort to fix, improvement of the customer's experience, and impact on company revenue.
2. Projects focused on conversion rate optimization (CRO) in individual areas without harming the overall user experience.
3. A/B tests emphasized streamlining the booking flow, expanding Rewards Club membership, and increasing revenue.
4. Our team's work boosted online revenue by $400 million.

Assistant Course Director, Wood Badge Advanced Leadership Training
Boy Scouts of America • Northeast Georgia Council • May 2014 – Jul 2014
Staff member for a 48-person advanced leadership training course offered through the Boy Scouts of America. Considered the pre-eminent training course for adults, Wood Badge teaches principles of Leadership & Management, Communication, Mentoring, Project Management, Vision, and Growth over two 3-day segments for a total of 96 hours of in-person, hands-on training.
1. Instructed classes in diversity training and planning for different generational points of view.

2. Produced regular communications to keep students informed of daily schedule of classes and deliverables to complete training.

UX Engineer

Cadillac Jack • Duluth, Ga. • Nov 2013 – Mar 2015

Designed and implemented backend maintenance systems for Cadillac Jack, an electronic gaming company in the gambling industry.

1. Collected requirements, analyzed user needs, and created wireframes and prototypes.
2. Collaborated with graphic designers for final look and feel.
3. Wrote test cases, created Usability Guides, and assisted the Quality Assurance team in evaluating and testing the user interface.

UI Engineer

AutoTrader.com • Atlanta, Ga. • *Contractor* • Mar 2013 – Jul 2013

In this critical project I redesigned and successfully implemented the Vehicle Detail Page, which is the selling page for every vehicle on AutoTrader.com. Finished project on-time and under budget.

UX Engineer

Official Payments • Norcross, Ga. • Mar 2011 – Feb 2013

As a member of the design team, I implemented several projects involving Official Payments as the payment processor for our clients.

1. Completely overhauling the donations site for Brigham Young University, the nation's second-largest private university. This redesign simplified the payment process and the user's ability to find and donate towards any of the hundreds of programs supported by the BYU philanthropies division, greatly increasing donations.
2. Designed and helped implement a new college payment program Official Payments rolled out to colleges and universities nationwide, using Google Analytics to track effectiveness.

Web Developer

HowStuffWorks.com • Atlanta, Ga. • May 2006 – Mar 2011

Programmed, implemented, and maintained multiple websites within the HowStuffWorks.com domain, a Top 500 website with over 100 million hits per month, using a combination of HTML, CSS, JavaScript, PHP, and SQL.

1. Lead programmer for custom-written user discussion groups, which allowed 5,000+ users to post reactions, give ratings for products, and make recommendations.
2. Lead programmer for video library connected to a database of 30,000+ streaming videos that delivered over 1,000,000 views a month.

Online Portfolio:

www.chrisdaquin.com

Education and Training:

Figma Academy – 2022
Toastmasters Competent Communicator (CC) – 2019
Wood Badge Advanced Leadership Certification – 2012
BA, Journalism, Louisiana Tech University – 1996
Overall GPA 3.6 – Graduated with honors (Magna Cum Laude)

A life-long learner who specializes in being self-taught – there is too much other in-person and online training to list here.