



E Z E K I E L B I N I O N

I'm a product designer, developer, and leader. My goal is to create experiences that customers love, not just like. I help product teams do this by focusing on experimentation and learning from customers through qualitative observations and quantitative data.

SKILLS

Leadership

Facilitation
Public Speaking
Planning & Prioritization
Recruiting
Employee Development
Mentorship

UX

Research
Information Architecture
Interaction Design
Visual Design
Usability Studies
Data Analysis
Mobile Design
Google Design Sprints
Adobe Creative Cloud
Axure
Invision
Sketch
Principle

Development

HTML/CSS
Atomic Design
BEM
ITCSS
SMACSS
JavaScript
jQuery
React
Redux
Vue

Integration

Craft CMS
Google Analytics
MailChimp
Node
Ruby on Rails
Webflow
WordPress

EXPERIENCE

Founder

GRID SHIFT
05.2015 - 03.2017

Grid Shift is my digital product studio. Today, the studio is focused on crafting its own product CodeForDesigners.com, an e-learning product that helps designers take the next step in their coding journey. Previously, the studio focused on creating products for small to mid-market clients.

Director of User Experience Design

TABLE XI
05.2015 - 03.2017

Table XI is a digital consultancy, focused on creating web and mobile applications for mid-market companies. In my role, I contributed by both being a strategic leader and design practitioner. As a leader, I provided guidance and mentorship to a diverse small team (5-7 team members) of UX practitioners, designers, and front-end developers. My accomplishments include:

- Increasing the consistency of skill-level for designers hired by helping to refine our hiring processes for design candidates.
- Gaining organizational buy-in for a new design philosophy and approach centered around Evidence-Based Design – a philosophy focused on using all available data, analytics, secondary and primary research, and other available evidence to make initial design decisions and then evaluating the effectiveness those decisions in the market.
- Increasing the speed and effectiveness of our design process by implementing Google Design Sprints. My work included: documenting and refining the process to best suite our organization; facilitating design sprints for clients; plus mentoring both designers and non-designers alike on facilitating the process.
- Reducing the front-end development bottleneck by empowering my team to make front-end development more accessible to back-end developers. Our approach included: reducing the complexity of our HTML/CSS authoring methodology; providing education for our new standards through the organization's lunch and learn series; and adding back-end developers (as part of an opt-in process) to our design team.
- Increasing sales leads for projects by through public speaking, writing, and by providing design support to our sales team. More specifically, I contributed by: creating a talk on mobile trends for Table XI's breakfast lecture series; creating a Google Design Sprint lab for Chicago Ideas Week; delivering a talk on facilitating Google's Design Sprint at UX Camp (a local conference); and authoring several articles on UX design and Google Design Sprints.

Senior User Experience Designer

TABLE XI
01.2015 - 05.2015

In this role, I created user experiences for clients using a full suite of skills including: facilitation, research, interaction design, visual design, and front-end development. I also contributed to the organization by providing mentorship to other designers, participating in the sales process, plus refining and documenting our design processes.

AWARDS

National City and
Regional Magazine
Association:
Excellence Online 2010
Best E-Newsletter 2010
Best Multimedia 2009

Webby Awards
(magazine category):
2009 Honoree
2008 Honoree

EXPERIENCE (CONTINUED)

UX Mentor
BLOC.IO
08.2015 - 10.2016

As a mentor for Bloc's UX program, I helped students interested in UX careers learn the necessary skills to become a practitioner. Students going through the program learned everything from research to front-end development. I'm proud to say that more than 50% of students I mentored found employment in UX within 6 months of graduating the program.

Experience Manager
MANIFEST
07.2013 - 01.2015

Manifest is a user experience agency focused on crafting meaningful customer experiences that are shaped by consumer and business needs. I worked with clients to design and prototype multi-channel experiences based on research and validated through consumer testing. My clients included: Allstate, Kohls, Collette Vacations, and more.

**Strategy &
Experience Advisor**
PROJECT TRAVEL
12.2012 - 12.2014

Project Travel is a platform focused on making educational travel possible for students. Acting as an advisor, I worked with the team to establish methodologies for measuring success and advised on a wide range of topics, including: Agile project management; market research; software development; and user experience design.

UX Mentor
THE STARTER LEAGUE
05.2012 - 12.2013

The Starter League was an educational start-up that teaches entrepreneurs user experience, design, and development skills. I helped students, in both UX and development classes, by offering them guidance throughout the learning process and advice on the non-technical skills related to their fields.

UX Designer
THE NERDERY
12.2012 - 07.2013

The NerderY is an interactive design and development firm that works with a large variety of clientele. I worked directly with clients to identify business needs, user goals, and key metrics for successful design solutions through user research, client workshops, and competitive analysis. Utilizing the information gained during the discovery process, I created visual mockups, wireframes and prototypes of digital experiences. My clients included large-market companies 3M and Kohler, plus several mid-market companies.

UX/UI Lead
SHORTLIST
06.2011 - 08.2011

Shortlist was a Chicago-based tech start-up with the mission to help professionals at conferences meet the right people. I worked with the team to create a Django and HTML5 based web application using Responsive Web Design techniques. My role in this group was primarily focused on developing the UI of the application by contributing both as a user experience designer and user interface developer.

**Senior Online
Producer**
CHICAGO MAGAZINE
07.2006 - 05.2011

Chicago Magazine is a regional life-style magazine. I performed several roles within the magazine during tenure including: print designer, interaction designer, web developer, videographer, prepress technician, and technical strategist. During my career at the company, the site's monthly page views experienced growth from 1,000 page views/month to nearly 2 million at the time of my departure.

EDUCATION

BFA Graphic Design
AWARDED 05.2007

Columbia is one of the leading Chicago-area colleges for the arts. While attending, I developed a variety of skills including: typography, design, photography, visual design, and illustration.