

DOUGLAS HINELINE

UX DESIGN RESUME

(650) 868-2226

dhineline@gmail.com

Portfolio: www.afterth.at

Summary

Creative user experience designer and front-end developer specializing in innovative online consumer products. Demonstrates a contagious zeal for delivering highly engaging user experiences

Education

Indiana University Purdue University Indianapolis

Graduate level course work in Public Affairs, Public Management, Strategic Management, Statistics, Law, Public Policy, New Media, Website Design and Flash Development.

The Florida State University

Graduate with a Bachelors of Arts degree in Philosophy with a minor in Religious Studies and Psychology.

Work History

Circle of Moms *August 2009 – Present*

User Interface Developer

Primary UX / interaction designer and front end developer for one of the internet's largest and fastest growing social networks for mothers. Responsibilities include graphic design for internal and external marketing pieces and advertising, execution of all custom advertising and brand integration projects, ideation and product strategy, user testing and AB testing, design and front end coding standards, feature development in both front end and back end development initiatives, rapid prototyping and iteration. Circle of Moms has a very small, very agile development process. In the habit of pushing code daily, focusing on quick feature iterations that emphasize the use of real time core metrics analysis to make educated business decisions.

Vivaty, Inc. *Jan. 2008 – August 2009*

Front End Developer

Served as the only user experience / interaction designer for an immersive 3d social startup backed by Kleiner Perkins and Mohr Davidow Ventures. Designed, prototyped and built all interfaces including the application interface, Vivaty.com and the Facebook and AIM applications. Work was executed in a cross-functional team including elements of product management, engineering and studio staff in a tight agile development cycle.

The Indianapolis Star *Aug. 2006 – Dec. 2007*

Digital Designer

Specialized in the rapid design, prototyping and deployment of innovative online publishing platforms and social networking sites. Delivered high quality, production ready designs that secured new audiences for a traditional newspaper . Projects included Indy.com, CarmelStar.com, the IndyStar.com local sections and sports sections, the Indy Star Store, various newsletters, the IndyStar.com video section, IndyMoms.com and IndyPaws.com.

Ntake | Indy.com *January 2006 - August 2006*

Marketing Coordinator

Executed complex marketing projects including multimedia and guerilla campaigns. Helped generate major gains in online revenue and readership through several successful programs that merged online experiences with print and real world events and promotions. Some of these programs were picked up by Gannett corporate and have resulted in millions in online revenue.

NPower Indiana *Summer 2004 - Summer 2005*

Graduate Assistant - Designer

NPower Indiana is a small consulting firm serving the technology needs of nonprofits in Central Indiana. Duties included copy writing, grant writing, project management, special events planning, volunteer recruitment, volunteer training, newsletter design and publishing, website design and upkeep, education and outreach programs, training materials development and hardware installation.

Technical Skills

- Advanced UX design methodologies
- SEO and information architecture
- Project management
- Prototyping and wireframes
- User testing and research
- Flash and AS 2/3
- Hand-coded CSS
- SSH / Apache
- Javascript and JSON
- Limited PHP and Ruby
- Newsletter design
- Site metrics and analysis
- Composition and copy writing

Software Toolsets

- Photoshop
- Illustrator
- Fireworks
- Flash
- Acrobat
- Many many more...

Recommendations

“Doug handles everything, and I mean everything, that is tossed at him, and he does it with a creativity and poise that I envy.”

Jason Mallios - *Core Technology Programmer at Page 44 studios*

“With skills in design, coding, product and marketing, Douglas possesses abilities rarely found in one package. Combined with an uncanny ability to come up with the perfect creative solution to every problem that comes along, lightening-fast delivery, flexibility and can-do attitude, Douglas is a valuable addition to any team.” August 17, 2010

Len Frenkel - *Senior Software Engineer, Vivaty*

Awards & Affiliation

IndyMoms.com & Indy.com

2007 & 2008 Eppy Awards - Best Community Web Site

Member of the Usability Professional Association