



# Daran Redenbaugh

## Lead UX Visual Designer

*Innovative visual designer with sixteen years of experience combining user-centered design with a clean, simplified design aesthetic to create engaging digital experiences.*

### Experience

#### **Principal UX Designer, Grainger, Chicago, Illinois 2017-Present**

Established design standards for the UX design discipline to ensure consistency across all Grainger platforms through style guide creation and component library development. Led UX design meetings and coached a team of visual designers in UX design best practices. Evaluated visual designer performance and provided recommendations to Management during year-end reviews. Lead visual designer for the contact center web application used by customer service agents to place orders, create quotes, process returns and pay invoices for customers. *Grainger products: Contact center web application, custom Salesforce interface and style guide creation*

#### **Senior UX Designer, Grainger, Chicago, Illinois 2013-2017**

Lead UX Designer for all Grainger mobile platforms. Collaborated with UX architects, UX researchers, engineers and front-end development teams to execute natively optimized applications highlighting device specific patterns and standards. Created a mobile style guide that was executed across all mobile platforms to establish a consistent mobile brand presence. *Grainger products: Android app, desktop website, iPhone app, iPad app and mobile website*

#### **Art Director, Sears Holdings, Chicago, Illinois 2010-2013**

Managed a team of visual designers in creating interactive brand showcases and dynamic seasonal experiences for various Sears Holdings properties. Successfully led teams of designers, photographers, copywriters, web developers and UX architects in the creation of interactive splash pages and online advertising. *Clients: Sears, Kmart, Mygofer, Kenmore, Craftsman, Razor Scooters and Electronic Arts*

#### **Associate Creative Director, Tangible Worldwide, Chicago, Illinois 2007-2010**

Created engaging interactive solutions for a wide variety of clients ranging from high-profile brands to startup branding initiatives. Successfully led and collaborated with teams of designers, illustrators, photographers, copywriters, web developers and information architects in the creation of websites, rich media advertising campaigns, online games, in-store touchscreen kiosks, email campaigns and motion graphics videos. *Clients: Claire's Boutique, Chico's, Comcast, EFFEN Vodka, LEI Jeans, NEC, Pitchfork Media and T-Mobile*

#### **Art Director, Tribal DDB Chicago, Chicago, Illinois 2003-2007**

Created unique interactive experiences for global brands. Responsible for managing small creative teams to ensure integrated efforts for client campaigns. Successfully collaborated with creative directors, designers, copywriters, and third-party vendors in the creation of rich media advertising campaigns, email campaigns and websites. *Clients: Dell, Emerson, Gatorade, Home Depot, Lowes, McDonald's, Office Max, Propel Fitness Water and State Farm*

#### **Web Designer, Infinity Pro Sports, Chicago, Illinois 2001-2002**

#### **Web Developer, Catalyst Consulting Group, Chicago, Illinois 2000-2001**

### Contact Information

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### Education

Purdue University,  
West Lafayette, Indiana -  
May 2000

Bachelor of Science,  
Computer Graphics

### Technology

Adobe Creative Suite, CSS,  
HTML, InVision, JavaScript,  
Wordpress, PHP, Sketch

### Skills

Art direction, brainstorming,  
concepting, illustration,  
information architecture, motion  
and sound design,  
photography, prototyping,  
sketching, user interface  
design, user centered design,  
UX design, wireframing

### Awards and Recognition

US Patent - #US13494426

Cannes Bronze Cyber Lion

Featured in COMM ARTS  
Design Annual Ad

London International Awards  
Finalist

Webby Award Nominee

Mobius Advertising Award

Stevie Award Honoree

Webby Award Honoree

Yahoo Big Idea Chair

Chicago Creative Club Finalist

*Portfolio examples available at  
daranredenbaugh.com.*

*References available upon  
request.*