

# DARAN REDENBAUGH LEAD UX DESIGNER

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## EXPERIENCE

### **Grainger**, Lead UX Designer, Chicago, Illinois 2013-Present

Lead UX Designer for all Grainger platforms. Collaborated with UX Architects, UX Researchers, Engineers and Developers to create natively optimized apps and Best in Class Desktop website. Created and implemented the UX Style Guide that established a cohesive visual language used across all Grainger platforms.

**Grainger Platforms:** iPhone app, iPad app, Android app, Mobile website and Desktop website

### **Sears Holdings**, Art Director/Senior UX Designer, Chicago, Illinois 2010–2013

Managed a team of visual designers in creating interactive brand showcases and dynamic seasonal experiences for various Sears Holdings brands. Successfully led teams of designers, photographers, copywriters, web developers and UXAs in the creation of interactive splash pages and online advertising.

**Clients:** Sears, Kmart, Mygofer, Kenmore, Craftsman, Razor Scooters and Castlevania

### **Tangible Worldwide/Lakonic**, Associate Creative Director/Senior Creative, Chicago, Illinois 2007–2010

Created engaging interactive solutions for a wide range of clients including high-profile brands and startup branding initiatives. 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, instore touchscreen kiosks, email campaigns and motion graphics videos.

**Clients:** T-Mobile, State Farm, Claire's Boutique, Comcast, NEC, EFFEN Vodka, L.E.I. Jeans, Chico's and Pitchfork Media

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

Created unique interactive experiences for global brands. Responsible for managing small creative teams to ensure integrated efforts for client campaigns. Collaborated with creative directors, designers, copywriters, and third-party vendors in the creation of rich media advertising campaigns, email campaigns and websites.

**Clients:** McDonald's, Gatorade, State Farm, Propel Fitness Water, Dell, Emerson, Home Depot, Lowes and Office Max

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

Designed and developed websites for minor league sporting franchises. Developed interactive streaming video player for an athletic conference tournament.

**Clients:** Big 12 Athletic Conference, Minor League Baseball and numerous Minor League sporting teams

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

Led front-end development of numerous public sector websites for the City of Chicago. Designed and developed an interactive demo for media distribution.

**Clients:** ABN Amro and Public Building Commission of Chicago

## EDUCATION

**Purdue University**, West Lafayette, Indiana - May 2000, Bachelor of Science, Computer Graphics

## TECHNOLOGY

Sketch, Adobe Creative Suite, HTML, JavaScript, XML, CSS, Axure, Wordpress, PHP

## SKILLS

Concepting, Brainstorming, UX Design, Information Architecture, Prototyping, Illustration, Rich Media Advertising, Website Interface Design, Photography, Art Direction, Motion and Sound Design

Portfolio Examples and Awards and Recognition available at : [www.daranredenbaugh.com](http://www.daranredenbaugh.com). References available upon request.