






JEFF KLOOSTERMAN
UX/UI DESIGNER

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Education

Miami University
Oxford, OH. 2006 - 2011
BFA in Architecture
Minor in Marketing

Skills

UX

Wireframing
Prototyping
User Research
Usability Testing
Information Architecture
User Personas
Journey Mapping
Analytics

UI

Responsive Design
Kiosk Design
Mobile Design
Visual Mockups
Design Systems
Style Guides

Tools

Proficient

Sketch
Photoshop
Illustrator
InvisionApp
Zeplin
User Zoom

Knowledgeable

Axure
HTML5
CSS3

About Me

I am a human-centered designer, problem solver, and innovator. I started my career in architecture, designing how people interact with and experience physical space. For the past three years, I have focused on UX/UI, designing how people interact with their digital spaces. I craft intuitive and impactful solutions through, user research, UX strategy, prototyping, and create visual mockups for web, mobile and kiosk applications.

Experience

Sr. User Experience Designer / Redbox

Chicago, IL • 09/17 - Present

Contracted through Strive Consulting, I worked on a cross-functional team to implement business and UX strategies into the design of the Redbox website, app and kiosk.

Redbox Kiosk. Lead UX Researcher and Designer. Conducted contextual inquiries, usability tests, A/B tests, surveys, analytics, and lead UX workshops. Created wireframes, flows and strategies to optimize the interface and increase the conversion rate.

Redbox iOS and Android App. Lead UX Researcher and Designer.

Lead usability tests, analytics review, tree navigation tests, and prototype tests. Designed the app navigation and the home, browse, and locations screens.

Sr. User Experience Specialist / GGP Inc.

Chicago, IL • 02/16 - 09/17

Collaborated on an agile team to create digital products for GGP's B2B brand and shopper experience. Conducted user research and created wireframes, information architecture, prototypes, visual design, style guides and UI specifications for development.

GGP.com. Lead UX/UI Designer. Designed reusable components and templates, homepage, navigation, visual branding and property search feature for a site redesign.

Water Tower Place Interactive Directories. Lead UX/UI Designer. Designed the interface of eleven 65" touch screen directories and all digital wayfinding at Water Tower Place.

GGP Malls Responsive Websites. Designed reusable components, digital maps, visual design and integrated brands and products into the directory.

GGP Malls iOS App. Designed information architecture and navigation.

GGP Alexa Skill. Wrote an Alexa conversational script for mall events and store openings.

UX/UI Designer / Designation

Chicago, IL • 08/15 - 01/16

Five-month immersive design bootcamp where I learned UX research, UI design, and Front-end development by working directly with clients on live products.

QuestOrganizer.com. Conducted user research and usability tests of the current website. Created wireframes and prototypes for QuestOrganizer's flight search engine.

ENSTN. Translated UX wireframes into high-fidelity mockups for the ENSTN's iPhone and AppleWatch concussion detection app.

Architecture Renderer / Visualized Concepts

Chicago, IL • 02/14 - 10/15

Managed projects and teams to deliver detailed computer models, renderings, and animations of architectural projects that met strict deadlines. Revised design workflow to improve efficiency, quality of work, and profitability. Trained new employees.

Achitectural Designer / Israelevitz Architects

Tel Aviv, Israel • 03/12 - 06/13

Designed concepts, computer models, and renderings for modern contemporary homes. Work was featured in Dwell Magazine and ArchDaily. Competed to represent Israel at the 2015 Milan Expo.