




JEFF KLOOSTERMAN
USER EXPERIENCE 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 Web Design
Mobile App Design
Kiosk Design
Visual Mockups
Design Systems
Style Guides

Tools

Proficient

Figma
Sketch
Photoshop
Illustrator
InvisionApp
UserTesting.com
User Zoom

Knowledgeable

Google Analytics
HTML, CSS

Summary

As a UX leader, I help teams and organizations collaborate to design insight-driven products through research and empathy. Starting my career in architecture, I have been in design for more than a decade - eight of those years in UX. I've led design, research and product strategy in the healthcare, retail, ecommerce, B2B, SaaS, finance, and real estate industries.

Work Experience

Design Practice Lead, Senior User Experience Consultant | Vaco

Cincinnati, OH | 01/21 - Present

- **Design Practice Lead.** June 21 - Present. I coach designers on how to advance their careers and achieve success for themselves and their client. I work with recruiters and sales to build UX teams, develop client relationships and assist with presales activity. I educate the organization on UX and establish user-centered design practices.
- **Health Carousel User Experience Consultant.** Led UX projects, educated teams on the value of UX, and established UX research and design processes.
- **Health Carousel Design System.** Led the creation of Health Carousel's design system; established design principles, created reusable components in Figma, designed the style guide, and supported component development in Storybook. The design system was then adopted across four products and teams.
- **Health Carousel Travel Nursing On Demand.** Led the design of a travel nursing job website. Increased user engagement and job applications through building user trust, improving usability and designing a holistic experience for finding a job and applying.

User Experience Consultant | Fusion Alliance

Cincinnati, OH | 01/19 - 01/21

- **Kroger Consultant.** Led UX design, research and visual design on a suite of applications for retailers to increase operational efficiency and manage digital assets.
- **Kroger Video Analytics.** I worked closely with stakeholders and associates to create a web and mobile strategy for Kroger to utilize video analytics and machine learning data to increase the efficiency of their in-store operations.
- **Kroger Machine Learning Algorithm Training Application.** Designed a web application for engineers to develop and train machine learning algorithms.
- **Forvis (formerly BKD) Loan Review Application.** Led the redesign of an application to assess a lender's combined risk for all its loans. Led information architecture, interaction design, and UI design. Built style guide and design system in Adobe XD.

Senior User Experience Designer | Redbox

Chicago, IL | 09/18 - 09/19

- Contracted through Strive Consulting, I worked on a cross-functional team to implement UX strategy into the design of the Redbox website, app and kiosk.
- **Redbox Kiosk.** 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 usability tests, analytics review, tree navigation tests, and prototype tests. Designed the app navigation and the home, browse, and locations screens.

Work Experience Continued

User Experience Designer | Brookfield Properties (formerly GGP)

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.
- **GGP.com**. Designed reusable components and templates, homepage, navigation, visual branding and property search feature for a site redesign.
- **Water Tower Place Interactive Directories**. Designed the interface, and oversaw the installation of touch screen directories and 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.

User Experience Designer | Flatiron School (formerly 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 the 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 Inc.

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.

Architectural Designer | Israelevitz Architects

Tel Aviv, Israel | 03/12 - 06/13

- Designed concepts, computer models, and renderings for modern contemporary homes and interior spaces. Designs focused on enhancing how people navigate, interact with, and feel within a residence.

Professional Activities and Recognition

- Taught Design 101 and UX Research and Strategy at DesignLab. I mentored UX/UI design students; provided feedback on work, and answered questions.
- ENSTN featured on America's Greatest Makers and Late Night with Conan O'Brien.
- Architectural design work was featured in Dwell Magazine, Abduzeedo, and Arch Daily.
- Competed to represent Israel in the 2015 Milan Expo (An invite only competition).