

DYLAN HAFERTEPEN

Creative Director, User Experience Design & Development

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EXPERIENCE

LEAD UX DESIGNER

Adobe, Marketing Cloud
November 2014 – Current

CREATIVE DIRECTOR

FWD.us
February 2014 – March 2015

- Developed design guidelines, marketing collateral, and a voice/tone copywriting guide for rebrand.
- Increased organic conversion to membership by over 300%.
- Designed and developed viral mobile app that turned selfies into political action.
- Managed work from our 30+ person codesquad team.

SENIOR UX DESIGNER

Salesforce.com, Desk.com
November 2011 – April 2014

- Guided the Desk.com website through three rebrand projects using data-driven design.
- Improved conversion to trial by over 500% for Desk.com through careful observation of user flow, analytics, SEO optimization, and hundreds of split tests.
- Managed contractors and a team of in-house creative talent.

WEB UI DEVELOPER

Viacom, MTV Networks
October 2010 – November 2011

- Lead UI development for AddictingGames Facebook app; was responsible for interface design and creation as well as user experience flows.
- Managed designers to expand functionality of the app.
- Grew app audience to 2 million MAU from launch, making it a Top 200 Facebook app through careful AB testing and social integration.

CREATIVE DIRECTOR

GUBA, SVG Technology
February 2009 – August 2010

- Responsible for redesign of GUBA and three sister sites, brand development, creation of GUBA's video player, and optimizing the viewing experience through AB testing.
- Designed and implemented a video chat tool and on-demand video service.
- Helped to create internal tools for organizing content.

ART DIRECTOR

Prowest Media Corporation
December 2007 – February 2009

- Managed art department, implemented creative requests, and optimized workflow.
- Art-directed studio photo shoots, coordinating photography and lighting.
- Performed on-site press checks and approve of print material.
- Redesigned company website with advanced AJAX features, new e-commerce site, and a never released social networking app.

DESIGNER

Jaguar Design Studio
2007 – 2008

- Helped with concepts and completed designs for everything from design campaigns to corporate events.
- Worked with a growing number of customers who needed email campaigns, landing pages, and micro-sites for special events.
- Developed an internal project management and proofing app that allowed customers to work more efficiently with designers.

EDUCATION

BS ADVERTISING

San Jose State University
2007

AA ARTS

Cabrillo College
2005

SKILLS

- Agile PM Certified
- Print Design and Production
- Brand Development
- AB and Multivariate testing
- Site Analytics and Performance
- Data-driven Design
- Data Visualization
- HTML/CSS Rapid Prototyping
- Responsive/Mobile Web Design
- Studio Photography and Lighting

DEVELOPER STACK

- HTML
- CSS
- LESS and Sass
- PHP
- Ruby and Rails
- Bootstrap
- Haml and ERB
- MySQL
- JavaScript
- jQuery
- ActionScript 2 and 3
- Amazon EC2 and S3
- Facebook API
- Heroku