

DYLAN HAFERTEPEN

Principal Designer and User Experience Director

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EXPERIENCE

SENIOR LEAD UX DESIGNER

Indeed.com

June 2016 – Current

- Designed, prototyped, and pitched new products for sourcing, search, and mobile.
- Redesigned Indeed Mobile, reducing abandonment 60%.
- Responsible for Indeed Analytics and built supporting data viz library.
- Hired, managed, and mentored a global team of designers.

DIRECTOR OF UX

Hero Digital

October 2015 – October 2016

- Led UX for clients including Apple, Sephora, Western Digital, and 280 CapMarkets.
- Increased sale conversion ~270% for WDC.com through redesign.
- Built working prototype of 280 CapMarkets which raised \$6M in series A funding.
- Hired, managed, and mentored a global team of designers.

CREATIVE DIRECTOR

FWD.us

February 2014 – March 2015

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

SENIOR UX DESIGNER

Salesforce.com, Desk.com

November 2011 – April 2014

- Led three data-driven rebrands.
- Improved conversion to trial by over 500% for Desk.com.

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 through AB testing.
- Designed and implemented a video chat tool and on-demand video service.
- Built 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 approval of print material.
- Redesigned company website with advanced AJAX features, new e-commerce site.

WEB UI DEVELOPER

Viacom, MTV Networks

October 2010 – November 2011

- Lead UI/UX development.
- 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.

DESIGNER

Jaguar Design Studio

2007 – 2008

EDUCATION

BS ADVERTISING

San Jose State University

2007

AA ARTS

Cabrillo College

2005

SKILLS

- Brand Development
- Art Direction
- User Research
- AB and Multivariate testing
- Data-driven Design
- Site Analytics and Performance
- Data Visualization
- HTML/CSS Rapid Prototyping
- Responsive/Mobile Web Design
- Studio Photography and Lighting

DEVELOPER STACK

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