

Dave Pickett

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312-833-1813

- Detail-oriented designer with 15 years of experience in emerging technologies
- Agile teammate focused on curiosity, planning, and results
- Clients include: B2B SaaS, B2C entertainment, nonprofits, startups

UX Designer + Content Designer - Code for Chicago 2021 — 2022

- Produces lo/hi-fidelity wireframes & interactive prototypes in Figma
- Designs information hierarchies & content templates to increase user comprehension
- Communicates design decisions to clients & engineering teams via meetings & documentation
- Ensures designs are consistent with design system and updates components for efficiency

UX Designer (HCI Grad Student) - DePaul University 2019 — 2022

- Conducts user interviews & workshops to gather requirements & use cases
- Rapidly iterates and refines product features based on usability field tests
- Scripts cross-platform interactive experiences in Unity, Unreal, and other game engines
- Reviews colleagues' work using design heuristics & accessibility standards

Director, Digital Content - Cheetah Digital 2018 — 2019

- Collaborated with international teams to publish campaigns in multiple languages
- Edited B2B blog, oversaw writers, and aligned article topics to business goals & audience needs
- Launched project management system to streamline operations in 30-person department

Owner + Content Director - BRICK 101 2010 — 2018

- Produced 600 videos, 500 million views, 950,000 subscribers, and \$1 million in ad revenue
- Created pitches, scripts, storyboards, and animatics for client feedback & approval
- Authored *The LEGO Animation Book*, which has sold 50,000 copies across 4 languages

Director, Digital Content - Leadership for Educational Equity 2015 — 2016

- Translated business strategy into a prioritized content roadmap with measurable KPIs
- Led cross-functional teams to optimize digital marketing tech stack (Salesforce, Pardot, Drupal)
- Hired, trained, and supervised staff who created digital content (web, social, email)

Manager, Digital Content - Chicago Humanities Festival 2013 — 2015

- Managed a multi-year user-centered tech integration project (web, ecommerce, POS, CRM)
- Balanced user needs, stakeholder requirements, and technical limitations to inform design
- Overhauled information architecture & UX microcopy to improve multichannel conversions
- Redesigned email templates and increased average open rate from 18% to 23%

Manager, Social Media - University of Chicago 2012 — 2013

- Led UChicago's efforts in social media, created the university's first strategic plan for social media
- Advised campus leaders on best practices & new trends through presentations and white papers

Producer, Multimedia - University of Chicago 2007 — 2012

- Managed multiple client-facing projects simultaneously with budgets from \$200 to \$20,000
- Translated technical requirements into simple language to help clients make informed decisions