DAVID GUINDON

Grand Rapids, MI
(616) 777-7418
davidlguindon@gmail.com
www.davidguindon.com

DAVD

PROFESSIONAL SUMMARY

Visionary UX designer with extensive team leadership, strategic planning, project management, and operations optimization success

An accomplished, results-oriented professional highly regarded for managing complex projects from concept to completion with a focus on meeting demanding time, budget, and quality expectations. Out-of-the-box thinker who champions innovative solutions to integrate best practices, drive continuous improvement, and mitigate project risks. Recognized for utilizing superb interpersonal, communication, and organizational skills to build productive, professional relationships.

CORE COMPETENCIES

- Brand Strategy and Identity
- Content Strategy
- UX and Visual Design
- Storyboarding
- User Research and Testing
- Project Management
- Information Architecture
- User Personas/Stories
- Wireframing
- Prototyping
- Responsive Web Development
- Web Analytics
- Card Sorting
- Color Theory

PROFESSIONAL EXPERIENCE

BLOC, REMOTE, MAY 2018 TO JUNE 2019
DESIGN APPRENTICE
- Spearheaded a team of designers and developers in optimizing user-centered experiences across diverse projects with a focus on meeting stakeholder and management requirements.
- Cultivated and implemented an engaging content and branding strategy, utilizing memorable copy, typography, color palettes, and logos.
- Rapidly constructed well-researched wireframes, mockups, and prototypes in Agile environments.
- Facilitated A/B and usability testing to identify inefficiencies and improve designs.
- Performed market research and secured feedback from users.

SELECTED PROJECTS

DESERT PARADIGM, REMOTE, DECEMBER 2018 TO MARCH 2019
UX DESIGN, BRANDING, AND VISUAL DESIGN
- Conceptualized and developed an online cloud database designed for users to more efficiently generate virtual currency in a mainstream videogame.
- Enabled users to view specific reports and development strategies based on their personal data saved within the site.

BLOC JAMS, REMOTE, APRIL 2019 TO APRIL 2019
DEVELOPER, UX DESIGN

- Piloted the full development of a web-based media player written in JavaScript.

FATE, GRAND RAPIDS , MAY 1998 TO AUGUST 2007
UX DESIGN, DEVELOPER, PROJECT MANAGER
- Designed and deployed a text- and image-based videogame with hundreds of integrated features, including a web-integrated JavaScript client (written in C++).

ADDITIONAL EXPERIENCE

TOYS-R-US, GRAND RAPIDS, AUGUST 2014 TO JULY 2018
DEPARTMENT MANAGER
- Directed a team of 30+ in executing store operations according to daily deadlines.   These operations included point of sale training, cash management, interviewing, inventory management, audits, price changes, truck processing, fulfilment center processing, planogram updates and many more non-daily tasks.

- Organized and conducted daily meetings to provide the team with relevant updates, such as Policy updates, introducing new employees, sales technique training, product training, SOP Training, daily/weekly goal reminders.

DOLLAR GENERAL, GRAND RAPIDS, JANUARY 2013 TO APRIL 2014
STORE DIRECTOR
- Consistently performed multiple daily tasks with strict deadlines.
- Lowered shrink by 12% within a six-month window through employee restructuring and shifting the store culture.

BLOCKBUSTER, GRAND RAPIDS, AUGUST 2002 TO JUNE 2005
ASSISTANT MANAGER
- Fostered a customer-focused atmosphere by establishing first name basis relationships with our clients and understanding their needs.
- Created engaging product layouts with an eye for maximizing profitability.

EDUCATION

ARCHITECTURAL DESIGN, 2017
Lawrence Technological University, Detroit, Michigan

CIVIL ENGINEERING, 2014
Calvin University, Grand Rapids, Michigan

ASSOCIATES DEGREE IN ARTS, 2015
ASSOCIATES DEGREE IN SCIENCE, 2012
Grand Rapids Community College, Grand Rapids, Michigan

CERTIFICATIONS

- Frontend Developer Certification – Bloc Developer Program (June 2019)
- Design Certification – Bloc Developer Program (June 2019)
- Official CAD Certification – Autodesk Certification (August 2016)

PROFESSIONAL AFFILIATIONS

AIAS (AMERICAN INSTITUTE OF ARCHITECTURE STUDENTS)

ASCE (AMERICAN SOCIETY OF CIVIL ENGINEERS)

VOLUNTEERISM

KENT DISTRICT LIBRARY SYSTEM, GRAND RAPIDS
LIBRARY
- Organize and execute daily tasks for the library.

FRANKLYN PRESS, GRAND RAPIDS
PRINT SHOP
- Layout design, printing and cutting.

ADDITIONAL INFORMATION

Technical Proficiencies: Adobe Creative Suite, Sketch, Figma, Flinto, InVision, Usability Hub, GitHub, Terminal, Atom, Maze, HTML, CSS, JavaScript, C++, PHP, Google Analytics, Microsoft Office Suite, WordPress, CodePen

Interests: videogames (competitive), biking, reading (fiction and non-fiction), fishing, camping (rustic)
References available upon request