



Percy Swint

Senior UX Designer, Voice of the User

✉ plswint@gmail.com 📍 Torrance, CA

💻 percyswint.com 📞 (267) 456-6609



Summary of Experience: 10+ years of design, branding, and creative solutions development | Experience working collaboratively with in-house departments, designers, project managers, and vendors | Creator and leader of captivating, user centered designs | Self-motivated and steward of brand guidelines and relationships

WORK

Senior Product Designer @ Intuit

April 2023 – October 2024

- Designing and shipping Intuit for Education from 0 to 1 inspired by educator and student requirements via user research sessions
- Demonstrating strong storytelling techniques to inspire the team and effectively communicate design approaches
- Rapidly exploring ideas and testing hypotheses with team and end users through prototyping
- Translating research and data into user experiences that meet customer needs and optimize for business goals
- Refining project specifications with product owners
- Working closely with product, engineering, and curriculum to deliver a world class experience

Senior Designer @ Pacific Life

October 2022 – February 2023 (Contract)

- Owning the design strategy and developing operating procedures for the global design team and junior designers
- Leading user research initiatives and documenting critical pain points for our internal staff, and financial advisor customer base
- Discovering and extracting opportunities derived from research and user insights with an emphasis on people, technology, and data
- Validating the impact of potential opportunities using proposed initial drawings and wireframing
- Navigating business strategy, staff needs, and customer requirements
- Collaborating with product owners, engineers, design director, designers, and stakeholders on project specifications
- Participating in design shareouts to sharpen craft

SKILLS & SOFTWARE

UI/UX Design

Comprehensive desktop and mobile user journeys and prototypes

Research + Usability

Conducting user surveys, interviews, and workshop exercises

Project Management

Managing projects from end to end while creating supportive documentation

WORK

■ Senior Product Designer @ Compass

July 2021 – October 2022 (Contract)

- Owning the iterative design process of major features from research to concept to shipping
- Participating in user research, identifying key pain points and solving for them
- Creating user flow diagrams outlining optimized “happy paths” and secondary use cases
- Creating detailed wireframes for user flows
- Designing mid to high fidelity prototypes for testing
- Meaningfully collaborating with Project Managers on product specifications
- Pairing with Engineers to realize designs on all platforms: web, iOS and Android
- Seeking and receiving feedback as a natural part of the product development process, and finding opportunities inside of requirements and constraints

■ Lead Product Designer @ Quicken Loans / Rocket Mortgage

April 2021 – January 2022 (Contract)

- Coordinating with leadership and management to define scope of work in accordance with business OKRs and business strategy
- Conducting research through user interviews, surveys and user testing
- Leading the design process and advising best practices for design systems and key product features
- Delivering user journey maps, personas, information architecture, low and high fidelity wire frames, UI mockups, and interactive prototypes
- Working closely with the design team and engineers to ensure a seamless technology hand-off experience
- Attending workshops, shadow sessions, and design reviews
- Designing a solution for the internal team that cuts their existing workflow in half

■ Visual Designer @ DocMagic

January 2020 – February 2021

- Designing with a consistent method, starting with understanding the problem and goal, followed by comprehensive explorations of solutions
- Delivering UX flows, mockups, interactive prototypes, and final assets, according to product specifications
- Creating all UI elements, such as: buttons with active/inactive states, menus, widgets, input fields, dropdowns, tabs, search bars, image/product galleries, and more
- Coordinating with manager to produce and implement product iterations
- Producing, reformatting both print and digital ads for industry publications and websites
- Developing a tone for DocMagic’s art direction, considering products, marketing collateral, and overall brand identity
- Continuing to hone craft, learn, and incorporate best practices

WORK

■ **Freelance Designer, Consultant**

October 2013 – January 2020

- Working with clients to interpret their company's goals, while becoming familiar with clients' products, services, target audience, and their competitors' activities, through elaborate research
- Developing original, creative ideas that engage the target audience and address the client's business issues
- Creating compelling, design solutions for web, digital, UI/UX, packaging, and print
- Interpreting market briefs and supporting client pitches and presentations
- Developing marketing strategies that connect potential customers with clients' goods and services
- Staying informed of design trends and new technologies; providing innovative ideas for design solutions in support of objectives and initiatives
- Experience in the following industries: Tech, Manufacturing, Food & Beverage, Apparel, Lifestyle Brands, Hospitality, Real Estate, Landscaping, and Coaching/Consulting

■ **Creative Designer @ Canelé Gourmet Pantry**

March 2017 – January 2020

- Creating high-quality graphic work, from conception to execution, that demonstrates a functional, market-leading approach to creative design solutions
- Designing a wide variety of project types, including but not limited to logo/brand identity, website, banners, landing pages, photography, and print collateral, such as catalogs and product packaging
- Leading creative marketing projects including: ecommerce, email campaigns, and advertising
- Developing beautiful marketing funnels that deliver innovative customer experiences and increase wholesale orders through canelepantry.com
- Nurturing wholesale partner relationships through carefully curated promotional materials designed for their target audience
- Ensuring all marketing materials adhere to brand guidelines

■ **Senior Graphic Designer @ Plastpro, Inc.**

September 2015 – March 2017

- Provided design and production support to marketing department for a range of projects including brand identity updates, logos, various print collateral, apparel, presentations, and creating digital assets for website
- Developed highly original and professional concepts, and contributed to the creative execution from pitch to final delivery
- Assigned, accountable for project design deliverables and quality control; used strong information and presentation skills for internal departments and sales team
- Managed project timelines and worked collaboratively with in-house departments, designers, project managers, and vendors, to ensure deadlines were met
- Developed trade show graphics for NAHB International Builders' Show for Vegas and Orlando expos
- Understood the referenced brand aesthetic to ensure all creative deliverables told the correct story and were brand appropriate
- Initiated, coordinated fun company-wide competitions and designed event materials for internal team and sister company, JM Eagle

VOLUNTEER WORK

Program Coordinator @ Renew Church, Los Angeles

August 2019 – March 2020

- Overseeing Sunday service set-up and directing moving parts to function seamlessly
- Conducting team briefings and setting expectations for special events
- Distributing technical scripts to all volunteers
- Coordinating with other ministries to ensure quality service
- Providing immediate feedback, direction, and offering solutions for event installations, series design, slide presentations, and more.

EDUCATION

The Pennsylvania State University

August 2007 – August 2011

Bachelor of Science Degree

Landscape Contracting Design-Build

Major Related Courses

Engineering Graphics, Business Management, Landscape Construction, Residential Planning