



SEAN KEARNEY

North DFW Area

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## UI Developer / UX Designer / Salesforce Developer

### Professional Summary

- 14 years experience in designing media across a multitude of platforms including mobile, web, print,
- 8 yrs experience in front-end development using modern patterns in a mobile-first, responsive environment
- Experienced in all design phases from storyboarding/wireframing to user testing and microinteractions
- I am an agile developer that continues to engage and adapt in the evolving landscape of technology

### Employment

#### **Crossmark Inc** - September 2016 - Present

Title: Salesforce Developer / UX Designer

VP of Architecture and App Dev: Kent Sakuda

- Prototype, Design and Develop a communications mobile app using the Salesforce platform leveraging lightning components, custom code, and built in Salesforce capabilities
- Implemented new technologies in conjunction with Salesforce to deliver modern mobile solutions
- Designed and developed components to add capabilities to external communities and internal web apps
- User research, wireframes / prototypes to simplify user experience of a core internal apps
- Design and build dashboards and reports within the Salesforce platform to track performance
- Delivered solutions based on business processes using Salesforce flows, workflows and process builder
- Collaborate with the a team to deliver solutions in a fast-paced environment

#### **UI / UX Design Consultant** - January 2009 - Present

- Work independently for various design studios and clients
- Execute numerous projects, including developing mobile and web solutions along with supporting design assets which include logos, general artwork and infographics
- Designed forward facing POP material for companies such as Pizza Hut and Target
- Built prototype and designed an update of the Frito-Lay World Class Fleet intranet
- Developed marketing strategies to deliver a client's goals to its target audience via social, web, and apps

#### **HealthMarkets** - September 2015 - September 2016

Title: UX Designer / Dev (Mobile, Web, Email, Print)

Director of Marketing: David Peterson

- Design, develop, and test screens for conversion rate optimizations and user experience for the HealthMarkets.com website, including a UX audit and testing of the ecommerce quote flow
- Design and develop responsive HTML emails across all email clients using a fluid/hybrid approach
- Developed front-end for design external landing pages supporting social media campaigns
- Create wireframes / prototypes to simplify user workflow of the Agent Resource Center (Intranet)
- Integrated analytics in conjunction with A/B testing and Real-Time Personalization to assist in continual optimization of responsive web content.

#### **Credit Solutions** - February 2007 - October 2008

Title: Lead Graphic / UX Design

VP of Communications: Nelson Carter - 469.733.5227

- UX design for external web, landing pages, and client portal
- Redesigned the workflow and UX of the company intranet
- Led the production team of a monthly magazine
- Developed email content for external and internal use cases

### Education

John Brown University (grad Dec '03)(3.7 GPA)

BS-Digital Media Arts

AS-Broadcasting

\*references available upon request

### Technical Skills and Tools

- HTML, CSS, Javascript, ES6, ES7, Salesforce Lightning Components, Visualforce, React, React Native, Flutter, Dart, Ionic
- Software / Web Apps  
Salesforce, Sketch, InVision App, Marvel, Adobe XD, Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere, Sony Vegas, Balsamiq, Caretta Design Studio, Optimizely, Marketo, Optimonk, Email on Acid, Litmus, Final Cut Pro, Microsoft Office Suite, and many more...