



ABOUT

Uncovering fresh insights and designing a concept to address them is my creative mojo. Helping my team succeed and improving lives with my work is the best satisfaction I can find. In my UX work I use curiosity and empathy to make fact-based, user-centered designs. UX is the natural evolution of my career in creative problem solving. I realize now that I have always been doing UX, I just didn't have the right words for it.

METHODS

Wireframes
Interactive Prototypes
Storyboards
Sketching
Journey Maps
Creative Writing
Technical Writing
Agile Methodology
Design Strategy
Contextual Inquiry
Directed Storytelling
Affinity Diagrams
Mood Boards
Kano Analysis
Card Sorting
Competitive Audit
Accessible Design
Heuristic Analysis
Usability Testing
Event Photography
Portrait Photography
Product Photography
Cinematography

EDUCATION

Prime Digital
Academy: User
Experience Design
Certificate - 2019

Moody Bible Institute:
Bachelor of Arts in
Communication and
Biblical Studies - 2010

PROFESSIONAL EXPERIENCE

UX Research/Design - Sept. 2018 - Feb 2019

Minneapolis Institute of Arts

Interviewed and surveyed museum visitors
Designed and animated an interactive map
Envisioned delightful concept allowing visitors to feel closer to art
Evaluated technology options to achieve user goals for a low cost

Structural

Interviewed users and facilitated a card sorting activity to determine informational hierarchy
Wrote surveys that distilled user values across demographics
Performed Kano analysis to prioritize feature development
Sketched feature cards of new features for evaluation
Created high fidelity interactive prototypes of new features

Lifetime Fitness

Performed heuristic analysis on new member sales flow
Facilitated and directed remote and in-person usability testing
Created a recommendations report with annotated wireframes

Other Clients:

3M (Multi-touchpoint design strategy), **Check and Connect** (Contextual Research and existing tool refinement), **GiftBomb** (New feature analysis, development scoping and wireframes)

Owner/Photographer: May 2009 - Sept. 2018 deBruyn Photography

Developed new products in a competitive market
Edited bodies of work and designed layouts to tell a story
Photographed events and products nationwide
Managed digital file archive
Maintained timely client relationships
Collaborated on advertising productions for: Target, Polaris, GE, Excel Energy, Minnesota Timberwolves, Schwann's to name a few

TOOLS

Sketch
inVision
Framer X
Axure
Adobe Xd
Trello
Visio
Photoshop
Lightroom
Capture One
Photo Mechanic
Auto Pano Pro
Smart Albums
Wordpress
Google Analytics
Microsoft Office
HTML
CSS

VOLUNTEER WORK

August 2016-Sept.
2017
ASMP Minneapolis &
St Paul -Board
Secretary

2013-Present
Sheridan Story:
Photographer,
Volunteer

ACTIVITIES AND MEMBERSHIPS

Behavioral Grooves -
Participant
UXPA - Member

OTHER

Languages - German

Strengthsfinder Top 5:
Ideation, Adaptability,
Connectedness,
Maximizer, Woo

PROFESSIONAL EXPERIENCE CONTINUED

Retoucher/Photographer: June 2014 - Sept. 2018 **Spacecrafting Inc.**

Delivered fast service and client satisfaction
Built loyal client relationships
Photographed real estate, retouched photographs

LCE Specialist: Dec. 2012 - Oct. 2013 **Apria Healthcare**

Instructed users with clarity while troubleshooting life-critical medical equipment over the phone
Used empathy and listening to understand user's needs while they were scared and having trouble communicating.

Teacher/Sales Associate: May 2010 - November 2011 **Best Buy Stores**

Developed curriculum and taught classes about photography
Led digital imaging department from bottom 100 to top 10 in company sales of over 800 stores
Coached my team and taught workshop to national leaders
Employee of the Quarter: Q1 2010
Employee of the month: May, June, July 2010

Youth Intern: June 2007 - August 2007

Brookside Church

Designed the layout of a discussion curriculum booklet
Organized large events requiring structure and attention to detail
Planned and facilitated small group meetings
Presented teaching to large groups

Research Writer: May 2006 - August 2006 **Nonin Medical Inc.**

Interviewed workers about work processes
Recorded screens and interactions for all freight carrier softwares
Created screenflow and process documentation for shipping department
Wrote an instruction manual for future workers

Barista: October 2005 - August 2008 **Starbucks Coffee Co.**

Created and implemented a promotional campaign that placed store in a national competition