



# GREG PABST User Experience & User Interface Designer

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Proven ability to quickly understand a business or project and develop a website or application plan that has a strong focus on user experience and achievement of project goals. Interested in building upon the extensive UX & UI experience in a collaborative environment where the cares and needs of the user are never forgotten.

## UI/UX Design – Creative Direction – Project Planning & Execution

- » *Adept at conceiving, proposing, and selling new ideas, strategies, or concepts, and guide those projects to successful launch.*
- » *UX expert - Advanced understanding of information architecture, human-computer interaction and interaction design fundamentals. Extensive experience with user research and discovery, sitemaps, user flows, user testing, interviewing, wireframes and prototyping.*
- » *Extended knowledge of web and mobile application guidelines and best practices. Including responsive web design.*
- » *Work across multiple departments and teams developing and executing successful strategic solutions.*
- » *Extensive experience in directing and executing creation of website and application design architectures.*
- » *Able to manage, lead, inspire, recruit and grow a world-class creative team.*
- » *Extensive conversion optimization experience via the use of multi-variant testing.*
- » *Efficient collaborator always open to criticism yet able to defend opinions and ideas .*

## Technical Skills – Platforms – Tools

- *UI & UX Software – Photoshop, Illustrator, InDesign, Sketch, OmniGraffle, Axure, Invision, UXPin*
- *Front-end Development – XHTML, HTML5, CSS3, jQuery, Responsive Design*
- *CMS, Frameworks and Versioning Systems – WordPress, Symfony, Subversion, GitHub*
- *Web Analytics – Google Analytics, Omniture Site Catalyst, Webtrends, CrazyEgg, Mouseflow*
- *Office software – Microsoft Office including PowerPoint, Keynote and Google Docs*

## { professional experience }

2012 – 2016

### VOCE COMMUNICATIONS (Division of Porter Novelli) – User Experience Lead (Orlando, FL)

- *Guided designers, front-end and back-end developers, improving efficiency and ensuring end product aligns with strategy.*
- *Lead and executed user-centered design work for high profile client projects including Disney, Microsoft Studios, The Pioneer Woman, Facebook, Major Nelson, Sony Playstation, FDIC, Carrabba's, SanDisk, BTN, Tribune Media and others.*
- *Integral part of a highly specialized WordPress design and development team.*
- *Developed and directed strategy and execution of the Pioneer Woman website (19 million page views per month) redesign, resulting in an average 29% decreased bounce rate on primary landing pages.*
- *Increased session duration by 15% and decreased bounce rates by 24% on Disney Newsroom (PR website) using user experience focused analytics discovery and analysis.*
- *Improved usability of the FDIC custom data tool used by statistical researchers via the use of comprehensive wireframes, prototyping and user testing.*

2007 - 2012

### CODERO (Formerly a division Aplus.net) – Manager, Marketing Design and Development (Lenexa, KS)

- *Developed full brand identity and oversaw its execution and implementation with an aggressive deadline—name selection; logo design; website design.*
- *Developed sitemaps and navigational models for logical information architecture modeling.*
- *Directed creation and implementation of corporate press kit and other marketing materials.*
- *Designed modular trade show collateral which included banner stands, table covers, flyers and other booth assets.*
- *Lead internal branding initiative under the direction of HR. Created designer t-shirts, backpacks, mugs, etc.*
- *Designed customer portal including dashboard and other UI features designed for customer retention and upgrade paths.*

- 2007 - 2009 **APLUS.NET – Manager, Marketing Design and Development (Overland Park, KS)**
- Recruited, managed and mentored diverse team composed of designers, backend and frontend developers, SEO specialist and freelancers. Team size varied between 10 and 5 people.
  - Created a search engine friendly site eliminating keyword cannibalization, reducing the content from 4,000 to 150 keyword-centric pages.
  - Directed website design/layout focusing on usability best practices reducing the website's average bounce rate by 7%.
  - Lead marketing web team in the successful modernization of brand without compromising the company's 15 year history in the industry.
  - Directed creation of six month progressive print advertisements.
- 2003 - 2007 **ABERRATION! VENTURES – Creative Director (Overland Park, KS)**
- Aberration! Ventures is a venture capital investment firm and umbrella company that owns and operates several companies in various industry verticals.
- iNet Interactive
- Designed, executed and maintained a network of 27 websites including WebHostingTalk the largest web hosting discussion forum.
  - Created the UI and UX for multiple backend interfaces.
  - Created and managed all network property branding.
  - Managed and collaborated with multiple freelancers.
- Murphy Properties & CPMG (Commercial Property Management Group)
- Designed and maintained 7 websites, including main company websites, as well as 5 individual commercial building websites.
  - Created all print-related collateral, including signs and building information slicks.
- CobraGuard
- Designed company website, print collateral and developed the UI for all backend administrative interfaces.
- Mobile Entertainment
- Designed and maintained a large high-traffic mobile ringtone purchasing and subscription website.
  - Created multiple landing pages to test and enhance sales conversions.
- 2001 - 2003 **COMMUNITECH.NET/INTERLAND – Web Designer, Sr (Kansas City, MO)**
- Lead designer for the creative development, implementation and management of three company websites.
  - Collaborated with parent company's development team in the creation of new webmail interface.
  - Produced all company ads and internal print materials.
- 2000 - 2001 **THEORIS, INC – Consulting Analyst (Kansas City, MO)**
- Converted GoBizAmerica's static website to a dynamically custom built ASP template system.
  - Created newsletter management system for GoBizAmerica.
- 2000 - present **SQUAREORBIT – Independent Design Consultant (Orlando, FL)**
- Designed and implemented 4 generations of the FuseMail corporate website and webmail user interface.
  - Mobile and tablet application UI/UX for Aerovie, Madfly, SeizAlarm, Me360Mobile and others.
  - Multiple website and brand identity design projects, including business card and stationary creation.
- 1998 - 2000 **ATLAS COMMUNICATIONS – Web Designer (Springfield, MO)**
- Contributed to the development of in-house ecommerce solution.
  - Conceived the UI/UX of all administration interfaces for all online applications.
- 1997 - 1998 **NATIONAL INTERNET SERVICE – Web Designer (Nixa, MO)**
- { education } Missouri State University, Springfield MO - Bachelor of Science in Computer Information Systems (2000)
- { portfolio } [portfolio.gregpabst.com](http://portfolio.gregpabst.com)