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Featured Brand Experience:

Disney | Electronic Arts (EA) | Capella University | Microsoft
Symantec | NASCAR | Us Bank | Novell | Best Buy
Smith Micro | United Health Group

**GAINING WEB SKILLS
SINCE 2003**



LEADERSHIP:

Art Director
Project Management

WORK HISTORY

Senior UX Designer

Patterson Companies (Fuse) - 2/2019- Current

Listening, understanding, goal setting, patience, and decisiveness, are the key attributes I strived to exercise in this role. Here I lead UX efforts on Fuse a class leading Cloud, SAAS dental practice management product while contributing in UX needs across Patterson's other software services.

During my first 3 of this position I served as the sole UX designer working weekly with primarily 5 feature teams. With this challenging environment it was imperative that I followed lean UX practices to facilitate the needs of the feature teams while addressing the direction of UX, how it can scale, and what purpose it could serve on a grander scale.

Through various discussions with the users, leadership, and fellow individual contributors of various disciplines, we were able to craft the foundational supports UX required to be effective in making a meaningful impact.

Some of these included:

- Developing a creative vision for Fuse while sharing how that vision aligns with the product roadmap and business goals.
- Creating a shared understanding of what UX is, it's purpose and goals.
- Further sharing knowledge of UX standards process through, documentation and various communication methods, all the while encouraging a feedback loop inciting everyone to think about the user and UX.
- Interviewing, onboarding and guiding the development of a contracted Sr. UX Designer and FTE UX designer.
- Deciding upon tools that would best UX in our work.
- Driving the development of the design system and component library, to provide a consistent design language or identity to be used on Patterson's cloud-based products.

UX is only as good as the people behind it. Empowering both the users and those that craft the software has made for success while opening doors to scale that success into future.

Senior UX Engineer

Blackbaud + Reeher - 4/2015- 2/2019

In this leading role I had the pleasure of working with an incredible team of Full-Stack engineers, QA Specialist, Analysts, and Project Managers in crafting fundraising software for a vast array of Universities across the U.S.

This powerful data driven software is designed from the ground up to analyze and score the giving behaviors and characteristics of constituents allowing users/institutions to target their highest-potential prospects.

I lead the team in bringing the user experience and user interface of the application up to today's high standards of usability, simplicity and elegance. To facilitate this, my primary focus was in encouraging everyone from engineers to customers success representatives to think of the user first. Many various UX methods were employed during this process and growth of the platform such as holding Design Studios, conducting User-Test, Card Sort activities and developing a Design System.

Blackbaud acquired Reeher in April of 2018. My title was then changed from UX/UI Designer to Sr. UX Engineer.

Interaction Designer

Optum (United Health Group) - 9/2013 - 5/2014

My strategic role on the Tiger team enabled me to flex my UX muscle in building on and enhancing the usability of Optum's "Optum One" software platform. Since this was my first foray into the medical field I had to learn the basic terminology used by our users in the medical industry.

My first project involved the incorporation of patient features that were based on the OMAHA taxonomy. My manager Jen was surprised to see that both my teammate Dustin and I had a solid grasp on the information so quickly while creating a desktop and mobile interface that laid the foundation for major components of the software. Tools used were Axure, Photoshop, and Illustrator.



DESIGN:

UX Design
Visual Design
Responsive Design
Photoshop
Illustration
Mobile UI Design
Illustrator
Wire Framing
Usability Testing
Photography



CODING:

Bootstrap
CSS & CSS3
HTML & HTML5
JavaScript / jQuery
ActionScript (Flash)
PHP
DOM Compliant



PLATFORMS:

MAC & PC's



VCS:

Subversion



GENERAL:

Microsoft Office
Basecamp
Agile Development
Presenting

See
Next Page

WORK HISTORY cont...

Visual Designer

US Bank - 2/2013 - 9/2013

In this strategic role I was the lead designer for US Bank's desktop website. I immediately dove into working with a team of writers, UI experts and project managers in a new project for redesigning usbank.com. Crafting one section at a time, we explored better ways to present our products to potential, new and pre-existing loyal customers. While working on the web site refresh, I continued to support the marketing team developing materials for various marketing campaigns, and new features.

Some of these include:

- **B2B Micro sites**
- **Home page banners**
- **Materials for special give away sweepstakes.**
Ads featured on atm's across the states.
- **Responsive ready content/images**
- **Style guides and more**

By innovating and applying brand standards across dynamic marketing campaigns, we have created foundations that continue to set the standard for online banking.

Contract Front-End Web Developer

Capella University - 6/2012 - 12/2012

At Capella University I collaborated with project managers, developers and writers to create strategic landing pages, blogs, emails, infographics and other interactive pieces for users of Capella.edu.

Here I learned how to ensure my code was DOM compliant and how to work with a minimalistic brand style while retaining an innovative approach to various experiences. My contract was extended past the original 3 months to a total of 6 months due to appreciation for my design capabilities and the increasing workload.

I am very grateful to have been a part of such a well-rounded, fun and intelligent team during my contract at Capella University.

Co-Founder & Creative Director

Five O'Clock Media - 7/2009 - 1/2015

I was the Co-Founder and Creative Director of Five O'Clock Media. This company has contributed to exercising my skills in leadership, coding and design. These skills have been applied in areas of:

- **Art Direction**
- **UX Design**
- **Project Management**
- **Front-End Development**

Some of our featured clients included the NASCAR driver Brad Coleman, Water Park of America, and SafeWay Driving Centers.

From SafeWay, one of our largest projects was born. This project was Drive Center, an online administrative, class management and e-commerce platform. I lead a team in developing and creating a user experience that targeted a broad spectrum of demographics.

In the creative process I understood the importance of presenting the information in a way that will evoke an emotion that contributes to the overall experience. The users found the interface not only inviting but also accessible. The software received raving reviews from parents and students, while helping the driving school not only become the first full paperless driving school, but also expand across their region. The tool is now used by thousands of driving students today.

Interactive Media Designer

TMA- E-Marketing - 6/2009 - 9/2009

- **Designing wireframes**
- **Creating UI elements**
- **CSS /HTML**

Web Designer

Pinpoint-360 - 10/2008 - 2/2009

- **Managed, designed and coded email marketing campaigns**



SPORTS:

Cycling
Golf
Basketball
Tennis
Football
Snowboarding
Skateboarding
Table Tennis
Racket Ball
Ultimate Frisbee



ART:

Digital Painting
Acrylic Painting
Sketching
Many things DIY
Sculpting
Photography



LIKES:

Volunteering
Teaching
Reading
Cooking
Music
Cars
Sports

**One More
Page To Go**

WORK HISTORY cont...

Web Designer

Digital River - 5/2007 - 9/2008

Digital River (DR) is a world leader in e-commerce services. I played a key role in producing product pages, banners and emails. These projects included work for Microsoft, Electronic Arts, (EA, creators of games such as The Sims and Madden 2009), and Symantec, as well as many other DR clients.

Some of my projects included crafting Multivariate and A/B test. One of these tests was for Novell in which I designed and coded a product page. The page generated three times as many sales than the companies' existing product page. Due to my performance in my first two months with Digital River I was nominated twice for Associate of the month and five times altogether during my entire working relationship with the company for various efforts and ingenuity.

Flash Developer & Designer

Peter Hill Design - 9/2006 - 1/2007

I worked with a mixture of web and print designers in collaborating on unique concepts and creative marketing ideas for a variety of clients. My main focus was developing and designing flash games for Imagination Farms. A Disney brand web site.

Front-End Developer

Artropolis - 3/2006 - 7/2006

I worked on designs for web sites, brochures, and fliers. I received gratitude for great concepts and other works from AJ Meyer, CEO of Artropolis.

Web Designer

MVP Marketing - 1/2006 - 3/2006

At MVP I was able to collaborate with graphic designers and developers, in rebranding web sites for companies long overdue for a fresh look.

Web Design Intern

Ecolab - 4/2003 - 6/2003

This was my first venture into the corporate world of web site design. My supervisor Scott taught me core HTML skills that stuck with me throughout my entire career. In using these newfound skills, I helped in redesigning the look and feel of Ecolab's information services, an internal web site.

MY EDUCATION

The Art Institutes International MN

Minneapolis, MN - 12/2005

Associate of Applied Science degree in
Multimedia & Web Design

Minnesota Business Academy*

Saint Paul, MN - 6/2003

High School Diploma

*A charter school that specialized in business education.



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