

## DENNIS CROTHERS

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**20+ years experience** as a full-stack designer, developing creative strategies and executing successful solutions for digital products.

**Creative thinker** skilled at providing elegant solutions for user experience design, visual design, data visualization, branding, marketing, and motion graphics. Seasoned in management of lean creative process from strategy to execution.

**Team leader** experienced in building, leading, and nurturing multi-disciplined creative teams of UX and visual designers, photographers, illustrators, animators, and front-end developers. Hands-on approach to creative direction, while empowering team members with ownership and accountability.

**Communicator** excelling in cross-team collaboration. Well-versed in design principles, front-end engineering, information design, information architecture, usability design, and user testing.

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## CAREER HIGHLIGHTS

### **ThumbJive, Independent Contractor** (April 2018 – present)

Designer for ThumbJive, a startup comprised of seasoned product developers and entrepreneurs. ThumbJive's debut product, JiveWorld, is a mobile app (iOS/Android) for language learners wanting to achieve native level listening fluency in a foreign language.

- Developed the UI, visual design, and working prototypes for the the mobile app's first content partner, Radio Ambulante, an NPR (National Public Radio) affiliate.
- Worked seamlessly with remote teams across 3 continents, providing UI and design specs.
- Designed in quick, iterative cycles in collaboration with an engineering team to test technical capabilities when paired with UI experiments.

### **MDsave, VP of Design** (July 2015 – March 2018)

First design hire, brought on to lead Design efforts for MDsave, an early stage startup whose healthcare bundling technology platform enables an open healthcare marketplace targeting patients with out-of-pocket costs.

- Brought new products to market for employers, PPOs, and providers, increasing MDsave's customer base by 700% more providers.
- Revolutionized antiquated workflows for hospital admins and accountants through intuitive UI and automated processes, resulting in 33% YOY increase in POS collections.
- Worked alongside executive team in efforts to grow business and awareness through visual storytelling and information graphics in presentations and RFPs.
- Hired and managed all full-time and contract UX, visual, and marketing designers.

### **GoodGuide, UL, UX Director** (May 2014 – July 2015)

Led UX Design for GoodGuide, a consumer advocate product owned by UL, which provided information on health, environmental, and social performances of products and companies — and PurView, a B2B platform utilized by anyone along the supply chain to measure the sustainability of their supply chain.

- Designed custom data visualization solutions for clients including Target, Method, CVS, and the Sustainable Apparel Coalition.
- Designed the first revenue-generating advertising opportunity on
- GoodGuide for Target's Made to Matter campaign. Designed the 2015 Earth Day campaign for Amazon, with GoodGuide's recommendations collected and featured on Amazon.
- Created sales and marketing collateral for digital, print, and events.
- Integrated lean UX design cycles into product development process, with user interviews, iterative prototypes, and user testing.

**AOL, Principal Designer** (September 2013 – May 2014)

Principal designer for user experience and visual design of several initiatives within the Brands Division of AOL. Shaped customer experience, developed visual language, and collaborated with engineering to develop innovative products.

- Principal UI designer for innovative publishing tool. Developed visual language and design specifications for platform tools and bootstrap site.
- Led UX and visual design for several products across the AOL network.
- Practiced Agile development process for iterative design cycles.

**Wired.com, Conde Nast, Director of UX** (October 2007 - September 2013)

Responsible for all aspects of the user interface and visual design of Condé Nast's award-winning website, Wired.com. Oversaw the conceptualization, mockups, UI specs, and visual guidelines for all product design.

- Customized UI and visual design using third party content platforms like WordPress and MediaWiki.
- Practiced Agile development process for iterative product cycles.
- Monitored web analytics to identify traffic patterns and opportunities for improvement.
- Partnered with sales team to develop new streams of revenue through innovative and integrated sponsorship programs.
- Collaborated with marketing team to develop online audiences through viral marketing.

**CNET Networks (now CBS Interactive), Managing Art Director** (January 2003 - October 2007)

Led a multi-disciplined team of designers for CNET.com, CNET Reviews, News.com, and Download.com, focusing on product development as well as consumer, industry, and sales marketing.

- Hired and directed teams of designers and contractors, including visual designers, illustrators, animators, 3D modelers, copywriters, and Flash developers.
- Developed and implemented time-saving processes for creative and product development teams, while deploying user-centric development methodologies.
- Collaborated with partners including MSN, ABC, CBS, TiVo, AOL, ESPN, and Best Buy, to build co-branded experiences.
- Developed workflows and UI for internal tools to improve editorial processes.

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## SKILLS

**Design.** Interaction Design, Visual Design, Storyboarding, Wireframing, Prototyping, Usability Testing, Illustration.

**Tools.** Sketch, Adobe CS (Photoshop, Illustrator, InDesign), PowerPoint, Keynote, OmniGraffle, Balsamiq, Invision, Marvel, Flinto.

**Development.** CSS, HTML, JavaScript.

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## EDUCATION

The College of New Jersey (Trenton State College), 1996 — BFA in Graphic Design, Computer Graphics Specialization