



Ian Page-Echols UX and Product Designer

CONTACT

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SKILLS

Interaction Design, Concept Development, Usability Testing, Information Architecture, Prototyping, Strategic Implementation, Visual Design, User Flows

TOOLS

Figma, Sketch, Axure RP, Adobe CS, Photoshop, Unity, Illustrator, After Effects, Final Cut Pro, Logic Pro, HTML, CSS, and more

SUMMARY

As a seasoned User Experience Designer, my expertise lies in transforming complex systems into engaging user experiences. My background in Design and Technology Consulting provided me with extensive spontaneous usability studies across many applications, catering to diverse user needs. This provided me with deep insights but also contributed to significant improvements in usability and technological understanding in the projects I've worked on.

A key strength of mine is my ability to collaborate effectively with teams across design, technical, client, and management domains. My skill in creating detailed mockups and interactive prototypes plays a crucial role in enhancing communication within my teams and stakeholders. These tools are also vital in my usability studies, helping to gather user feedback that informs and refines our design process, and aiming for products that better meet user expectations and achieve higher satisfaction levels.

EXPERIENCE

User Experience Designer, PeopleTech, Redmond Aug 2023-Oct 2023

- Played a key role in the UX design of a pioneering online medical service catering to patients and providers across an entire US state with a particular focus on patient workflows.
- Tasked with design and prototyping user interfaces, including screens, interactions, forms, and overall system design. I significantly contributed to creating a user-focused and efficient online medical platform. I utilized personas, task flows, and journey maps to clarify the diverse user profiles and their unique information and access requirements.
- Quickly adapted and excelled in a newly formed team at the project's inception. My early contributions were instrumental in shaping the project's trajectory.

User Experience Designer, Fair Worlds, Seattle (Remote) Feb 2023 - Apr 2023

- Took the lead in designing a macOS app variation of an existing iOS app for a key client, integrating valuable feedback from the Fair Worlds' Senior Design Specialist on client needs. Utilized Figma.
- Developed design and layout variations for the macOS app, aligning with the existing branding and style through well-designed menus and icons, while expanding to utilize the increased space of a desktop app. Created detailed prototypes to demonstrate the app's functionality and user experience, ensuring a consistent and seamless transition between platforms.

User Experience Designer, Fair Worlds, Seattle (Remote) Oct 2022-Nov 2022

- Designed a timeline-based iOS app, akin to a video editing app using Figma. This app controlled a new hardware device unveiled at CES 2023. When I joined the project there were existing screen explorations. My role involved designing new and refined screens in Figma, while employing wireframes and sketches to enhance decision-making and clarify design objectives.
- Developed and implemented a design system to rebuilt existing prototypes. This led to a more cohesive and consistent design, and reduced development time while improving design quality.

Product Designer, Amazon Books, Seattle (Remote) Aug 2022 - Oct 2022

- Led the design and development of an internal Print on Demand fulfillment system for centers producing 50,000 books daily. From initial sketches to mockups, wireframes to high-fidelity, clickable prototypes. My focus was on unifying disparate screens and workflows into a cohesive system, using Figma. The goal is to launch a basic integrated system soon, anticipated to substantially enhance the centers' operations.
- Collaborated closely with a 3rd party vendor to orchestrate a comprehensive 3-phase research approach within schedule. My guidance and involvement played a pivotal role in the execution of these research initiatives, contributing to more informed decision-making.
- Led and executed features and enhancements tailored to the specific needs of author and enterprise publisher audiences, with primary emphasis on clarity of the presented information and providing for informed decision-making.

User Experience Designer, Amazon AWS Marketing, Seattle (Remote) Jun 2020 - Apr 2022

- Spearheaded the creation and implementation of a comprehensive, scalable Design System, enhancing collaboration and efficiency among both internal teams and third-party design partners working on new and updated pages for AWS services. This system streamlined the design process and ensured a consistent user experience across projects, leveraging Figma, Sketch, InVision, and Photoshop.
- Designed innovative page redesign concepts including new UI paradigms, and designed new icons and illustrations to fit within the existing guidelines and styles.
- Actively engaged in usability study sessions, collaborating to critique and provide invaluable feedback, resulting in more intuitive and user-friendly designs.

Owner, UX & Product Designer and Technologist, V8 Media, Seattle Jan 2006 - May 2020

- Leveraged expertise in UX Design, Interaction, Usability, Prototyping, and Technology across platforms including Web, Mobile, VR, & Installations, utilizing tools like Figma, Sketch, Photoshop, and more to drive innovation and enhance user experiences.
- Streamlined processes to enhance collaboration and align initiatives.
- Demonstrated thought leadership by guest lecturing on VR Prototyping for UW HCDE 536 Interaction Design & Prototyping. Received "Outstanding Novelty" recognition for Magic Leap One AR assistive tech app. Conceptualized and developed an architectural collaboration tool MVP for HTC Vive with Alexa integration, offering a transformative solution to streamline architecture workflows.

EDUCATION

University of Washington Human Centered Design & Engineering Masters 2020

University of Washington User Centered Design Certificate 2016

University of Colorado Bachelors in Environmental Design & Architecture 1998

CLIENTS

Amazon, 3Com, Fair Worlds, Ford, Harcourt Brace Publishers, KLOA, Merck Medco, Northrop Grumman, O'Reilly, University of Colorado Denver, University of Denver, USAA, US West