

Dennis O'Dell

Huntsville, AL | 404-543-5067 | dennyodellart@gmail.com | Work/Portfolio

Education

University of Alabama in Huntsville

Graduate Certificate UX Design | GPA: 4.0

Huntsville, AL
Graduated Aug 2021

Savannah College of Art and Design

Bachelor of Fine Art in Computer Art

Savannah, GA
Graduated May 2003

Experience

Pinnacle Solutions Inc.

UX/UI Designer

Huntsville, AL
March 2022 - Present

- Sole UX/UI Designer responsible for translating high-level objectives and requirements into polished visual designs for the defense and aerospace sector.
- Contribute to the ideation and concept development of user interfaces, information architecture and overall user experiences.
- Create user-centered designs that are both intuitive and aesthetically pleasing, in-line with current design trends and concepts from low fidelity mock-ups to fully interactive prototypes.
- Advocate for user-centered design best practices with a focus on consistency and usability.
- Conduct usability studies, research, and testing events to make data-informed, iterative product design decisions and improvements.
- Generate greater ROI across a variety of business segments.
- Collaborate with other team members and stakeholders to achieve common goals.

Freelance · Contract · Academic

UX/UI Design

Huntsville, AL
August 2019 – March 2022

- Create designs from concept to finished product based on client's specifications.
- Handle multiple concurrent projects individually and in a team setting, handling all aspects of the development process from rough sketches to finished prototypes, as well as conducting research and testing activities (user interviews, usability testing, task flow analysis, shadowing, contextual inquiry, etc.)
- Created mobile website redesign and digital 3-D site map for Stove House Properties, building and testing wireframes and high-fidelity prototypes for stakeholder proposal.

Freelance · Lee House Home Builders

Graphic & Web Design / Illustration

Huntsville, AL
August 2005 – March 2022

- Generated design proposals from idea to fully realized visual design end products.
- Created hand drawn and digital illustrations for Lee House Home Builders to add value to their end client experience and future business growth.
- Responsible for concept, design, development, and deployment of a variety of web projects from basic static sites to fully responsive, interactive, and ecommerce platforms for individual clients and business clientele.

MBDS LLC

Property Manager

Huntsville, AL
Sep 2008 – Present

- Oversee more than 10 properties and manage over 20 tenants.
- Interview and vet qualified renters, fill vacancies and resolve facility and tenant issues.
- Execute deposits, refunds, accounts payable, and manage revenue and operating expenses.

Experience (continued)

Guitar Center

Store Manager · Sales Manager

Huntsville, AL

June 2011 – Dec 2018

- Built and lead a winning team of over 25 employees to achieve top-line sales and EBITDA goals.
- Modeled a customer first culture, utilizing servant leadership to maintain sales performance of over 5 million in gross annual sales, including profitability increases and improvements in sales sub metrics year over year.
- Trained and coached associates/managers and reviewed their performance to meet and beat company standards, while managing revenue and operating expenses.

Integrated Management Solutions (Dynerics Subsidiary)

Software Training and Support Specialist

Huntsville, AL

Oct 2007 – July 2010

- Led installation, training, and deployment of proprietary software packages at multiple sites.
- Created custom local and web server environments based on client specifications.
- Supported software deployments with on-site and over-the-phone troubleshooting and software fixes and updates.

Skills

Design

- Agile (Scrum, Kanban)
- Branding/Logo Design
- Graphic and Visual Design
- Illustration
- Information Architecture
- Interaction Design
- Motion Graphics
- Sound Design and Recording
- Task flows
- User Interface Design,
- User-Centered Design
- Videography/Video Editing
- Waterfall Methodology
- Web Design
- Wireframes/Rapid Prototyping

Research

- Academic research and Literature review
- Competitive Analysis/Market Research
- Contextual Inquiry
- Ethnography
- Experience/Empathy Mapping
- Heuristic Evaluation
- Interaction Research
- Persona development
- Qualitative & Quantitative Research methods
- Task Analysis
- Usability and Concept Testing
- User Interviews
- User Surveys

Software

- Adobe Creative Suite:
 - Photoshop
 - Illustrator
 - XD
 - After Effects
 - Animate
 - Premiere Pro
 - InDesign
- Figma
- Balsamiq
- SharePoint
- Confluence
- Jira
- MS Office Suite
 - Teams
- WordPress
- Pro Tools
- Familiarity with, Unity, Unreal Engine, Visual Studio, Zeplin, and limited coding experience in HTML & CSS.

Links

Professional Website <https://dennyodell.work>

Link tree: <https://linktr.ee/dennyodell>

References available upon request.