

## **Gabriel Hendry - Web/UX Leader**

### *Summary*

A self-starting, strategic, driven, and detail oriented leader who directs and empowers teams to collaboratively create testable, flexible, and effective user-centric interfaces and experiences.

My professional experience encompasses both leading and doing throughout the entire software development life-cycle: strategic prioritizing and planning, team leadership, information architecture, UX, creative design and direction, development, QA and deployment.

Dynamic communication skills and active listening skills allow me to understand, translate and present both problems and solutions to cross-disciplined teams and audiences.

*StrengthsFinder 2.0* - Strategic, Relator, Responsibility, Intellection, Learner

### *Skills*

- Building and leading cross-functional teams
- Joining business goals and user needs (UX)/(UCD) throughout the SDLC
- Big picture and tactical strategic solutioning/ideation and vision casting
- Managing and directing creative designers and technical developers
- Prioritizing initiatives and strategies based on ROI
- Translating business requirements into technical elements to be created
- Information Architecture (e.g., wireframing, site maps & flow diagrams)
- Designing, leading and interpreting analytics, A/B/n tests and user research
- Understanding and encouraging web (W3c) & accessibility (s508) standards
- Human factors (devices & hardware) & heuristics (software & interfaces)
- Promote and champion Relationship, Social and Content Marketing techniques
- Preference for creating dynamic, service driven interfaces
- Working across tech stacks, platforms, and devices, Agile, native and responsive

### *Professional Experience*

**Best Buy, Richfield, MN** (Mar 15 – Present) – UX Leader/Manager – Consultant

**Polaris Industries, Plymouth, MN** (Nov 12 – Mar 15) – UX Leader – Consultant

**Health Partners, Bloomington, MN** (Aug 12 – Nov 12) – UX Designer – Consultant

**GE Capital Fleet Services, Eden Prairie, MN** (Apr 11 – Jul 12) – UX & FE Dev Leader – Consultant

**NRT, Edina, MN** (Jul 10 – Mar 11) – FE Developer & Web Designer – Consultant

**Best Buy Mobile, Richfield, MN** (Mar 10 – Jun 10) – Sr. Web Designer & UX Architect -  
Consultant

**Freelance** (Oct 09 – Present) – Web, Branding & Photography – Self Employed

**Focus 44 LLC, Carver, MN** (Feb 07 – Dec 09) – UX, FE Dev, Marketing – Owner

**Notify Quick Corp, Caver, MN** (Mar 04 – Oct 07) – President – Employee

### *Preferred Tools*

- *UX* (Balsamiq, Axure, InVision, napkins/white boarding)
- *Adobe CC* (Photoshop, Illustrator, InDesign, Acrobat)
- *MS Office* (Visio, Word, Power Point, Excel)
- *Development* (CSS3, HTML5, JavaScript, jQuery, Bootstrap)
- *OS* (Windows, Android – comfortable in OSX and iOS as well)
- *Methodologies* (AGILE, SCRUM, LEAN UX, UCD, Product, Situational Leadership)
- *Project Management* (Pivotal Tracker, Jira, Rally)

### *Education*

BA in Strategic Communications, *Crown College* (GPA 3.63)

### *Things I Do (Keywords for the BOTs)*

Mobile, Responsive, UX, User Experience, eCommerce, Qualitative, Quantitative, User Testing, Management, Team Building, Collaboration, Requirement Gathering, Presenting Ideas and Solutions, Native, iOS, Android, eCommerce, SEO, Lead Generation Gen, A/B Testing, User Testing, Qualitative and Quantitative User Research, Personas, Public Speaker, Teaching, Leadership, Strategy, ROI, Data-driven, Iterative, Agile, LEAN, CMS, CRM, SOA, Web Services, AJAX, JS, JSON, YAGNI, KISS, W3c, s508, PCI, SDLC, SWOT, Design, Branding