

Ethan Ede

UX DESIGNER + STRATEGIST

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Experience

WEBSITE AND UX DESIGN MANAGER, LIVEOPS, INC.

August 2017 - Present | Portland, OR

Management and evolution of Liveops public and agent-facing websites and applications. Creative direction and brand management. UX and UI design including strategy, discovery, requirements, information architecture, user flows, wireframes, prototyping and web development. Author of proposals, advocate for design, cross-discipline team communicator. Procurement and management of internal and external resources to help architect technical and creative solutions.

WEB/UX CONSULTANT, EE CREATIVE (CONTRACT/FREELANCE)

July 2008 - Present | Portland, OR

Freelance contractor specializing in web and UX consultation, including digital strategy, design, information architecture, analytics, coding and online marketing. Worked with various creative agencies and direct clients including Webtrends, Yahoo! and Toshiba.

UX ARCHITECT, DHX ADVERTISING

February 2013 - June 2015 | Portland, OR

Drove the development and launch of mobile and web experiences for the agency. Proposed, estimated and scoped projects. Handled client meetings as the digital go-to for our team. User experience (UX) lead executing strategy, research, analytics forensics, information architecture, site mapping, wire framing, interaction design and testing. Managed online marketing campaign development, optimization, and reporting. Translated technical requirements to accessible documentation within design and technical constraints, helping to bridge the gap between the coders and creatives.

UX DESIGNER + STRATEGIST, 24 PRODUCTIONS / PRODUCT CHANNELS

June 2011 - February 2013 | Irvine, CA

Created best-in-class user experiences for Fortune 500 clients. Strategized and planned with clients, vendors and internal team. Led discovery, UX and UI design from concept and prototypes to completion. Managed cross-functional teams both internally and outsourced.

INTERACTIVE MARKETING MANAGER, HEILBRICE COMMUNICATIONS

June 2010- June 2011 | Irvine, CA

Managed client relationships with respect to digital media and online properties. Executed strategic planning and proposal writing for existing and prospective clients, including budget projections and media planning. Managed paid search, social media, and web analytics for clients in a variety of industries.

MARKETING MANAGER, PROMAX SYSTEMS, INC.

November 1998 - May 2008 | Irvine, CA

Maintained key relationships with major manufacturers such as Apple, Adobe, Sony, and Panasonic for video editing and storage systems VAR. Managed branding and identity through online advertising and tactics such as email marketing. Planned & executed live events, seminars, and trade shows. Maintained budget and scheduling, turning department into profit center.

Education

DIGITAL DESIGN, IRVINE VALLEY COLLEGE

August 2003 - May 2005 | Irvine, CA

Associate of Arts, Digital Communication and Media/Multimedia

Expertise

UX/UI design

Web + app development

Digital strategy

Information architecture

Analytics + reporting

Project management

Tools

Sketch

Invision

WordPress

The internet

OmniGraffle

Google Drive

Adobe Creative Cloud

Git

Clients

Experian

LA Clippers

Portland Japanese Garden

SAIF

Toshiba

Yahoo!

Interests

Technology

Electronic music

Road cycling