

GREGORY CASEY

UX Architect

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Skills

- In depth knowledge of UX principles and methodologies
- Able to strike optimal project balance between user desires and company goals
- Experienced in conducting various types of usability testing, user research, A/B testing, acceptance testing and focus groups
- Skilled at creating storyboards, wireframes, comps, prototypes, journey maps and other experience design artifacts
- Extensive experience with desktop, mobile, and mobile app UX across a broad range of industries including ecommerce

Experience

User Experience Architect / eBags

July 2013 - October 2018, Greenwood Village, CO

- As the sole UX specialist, established a user-centric culture at eBags
- Determined and employed the most effective testing methodology to gather desired insights for analysis
- Worked closely with Software Dev, Design, and Business Intelligence teams
- Created process diagrams, journey maps, wireframes, prototypes and other artifacts to describe and document intended user experiences.
- Analyzed and developed customer personas and targeted audience segments to ensure that features were useful, usable, and desirable
- Projects included the redesign of eBags' mobile experience, the creation of company's mobile app, and the conversion of the site's checkout flow from five pages to one

Lead Experience Architect / Effective UI

July 2007 - July 2013, Denver, CO

- Lead successful projects for clients that included Disney, eBay, AT&T, FedEx, Verizon, Level 3, Navy Federal, National Oilwell Varco, and Office of the Director of National Intelligence among others
- Conducted user research and usability studies in the US, Europe and Asia
- Worked with diverse team of designers and developers, both internal and client-side to ensure aggressive deadlines were met

Director of Electronic Design / MGM MIRAGE

August 2003 - May 2007, Las Vegas, NV

- Directed a team of designers, developers and project managers to create digital assets for MGM MIRAGE properties including Bellagio, MGM Grand, Mandalay Bay, TI, and the City Center complex.
- Designed web and monitor-displayed assets for an array of marketing efforts
- Worked with Cirque du Soleil on its marketing effort for the opening of its Beatles tribute, *Love*, and its rebrand of *Zumanity*

Lead Web Designer / Electronic Arts - Westwood Studio

October 2000 - May 2003, Las Vegas, NV

- Responsible for the design and creation of websites for video game releases, including such franchise titles as *Command & Conquer*, *Red Alert*, and *Dune*.
- Designed in-game, web-based interfaces for multiplayer and cooperative game play.
- Oversaw a team of four designers and worked closely with the Lead Web Developer to ensure teams met aggressive deadlines.

Education

University of Connecticut - MA English Literature

Storrs, CT / Graduated cum laude

University of Connecticut - BA English Literature

Storrs, CT / Graduated cum laude

Activities

Advisory Board Member

2004 - 2006, The Art Institute of Las Vegas, Las Vegas, NV

Advised the Art Institute in creating and expanding its User Experience and Interaction Design program

Interaction Design Instructor

2005 - 2006, The Art Institute of Las Vegas, Las Vegas, NV

Created syllabus and taught initial course offering for inaugural year the Art Institute's User Experience and Interaction Design program.

Talks

Creating the Best Multi-Screen Experiences

eTail West, February 2016, Palm Springs, CA

Cool Tools: Gamifying the Discovery Process for Greater Mobile Conversion

IRCE, June 2015, Chicago, IL

Anatomy of a Killer App

DevCon, June 2008, Chicago, IL

Awards

Adobe MAX 2007 Winner: People's Choice Award

For eBay Desktop

Adobe MAX 2007 Winner: Rich Internet Application

For eBay Desktop

Microsoft Silverlight 2008 PhizPop Challenge: 2nd Place