

MAXWELL DUBS



240-246-6589



maxwell.dubs@gmail.com

SENIOR UX DESIGNER

maxwelldubs.com
www.linkedin.com/in/maxwelldubs

SKILLS

Conducting user interviews	Documenting technical specs	Fishing out root cause
Crafting and distributing surveys	Mapping user flows	Leveraging session analytics
Running usability tests	Creating personas	Product strategy thinking

PROFESSIONAL EXPERIENCE

Senior UX Designer at Flex, *New York, NY* Spring 2021 - Current

- ◆ Devise scripts, recruit participants, interview users, and synthesize results to better understand our users' behaviors
- ◆ Generate, distribute, and review surveys to obtain a quantitative understanding on user data and perspectives
- ◆ Propose action items to the team through monthly, written reports summarizing each month's research findings
- ◆ Craft user flow diagrams and annotated wireframes as artifacts in the product development cycle
- ◆ Prototype and test new features and product structures as part of product market fit initiatives

Senior UX Designer at Vestwell, *New York, NY* Fall 2019 – Spring 2021

- ◆ Interviewed, hired, mentored, supervised, and managed project roadmap for a junior designer
- ◆ Promoted product vision via story driven messaging to align the business teams with the development teams
- ◆ Gave monthly company-wide presentations to educate and update everyone on research findings & design plans
- ◆ Introduced the use of event tracking analytics to support decision making within the product organization
- ◆ Built out and maintained a design system in Figma and provided design review on new / updated components

Product Specialist – UX at Vestwell, *New York, NY* Fall 2017 – Fall 2019

- ◆ Maintained living site maps across all 4 platforms to ensure new features fit within a cohesive architecture
- ◆ Injected structure into the design process striving for consistent design attention across all development squads
- ◆ Synthesized and integrated research findings from users and internal stakeholders into design solutions
- ◆ Directed and championed a research focused approach to problem solving within the product organization

UX Researcher at Boundless Reality, *New York, NY* Fall 2016 – Summer 2017

- ◆ Executed all design phases from ideation to launch of a Gear VR application on the Oculus Store
- ◆ Performed qualitative testing, comparative analysis, and market research as an input to design & business decisions

UX Design Consultant at ONEaccess, *New York, NY* Summer 2016

- ◆ Conducted pain-point investigation and provided research report & specs for design proposals to client as artifacts

Operations Analyst at JPMorgan Chase, *New York, NY* Summer 2014 – Spring 2016

- ◆ Researched, designed, and independently built internal automation tools (coded with Visual Basic)

EDUCATION

Cornell University Double Major Mathematics and Economics, *Ithaca, NY* Class of 2014