Richard Henderson
Product Designer & UX Specialist

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PROFESSIONAL EXPERIENCE

Senior UX/UI Designer — The National Council on Aging (NCOA)

March 2019 - Current

- Leading user experience and user interface design across all the various NCOA digital properties
- Leading as human centered design champion and shepherding product design process
- Collaborating cross functionally across teams of business, marketing, communications, subject matter experts and IT to develop concepts into live products that help struggling older adults
- Finding the balance of the needs of the organization, the partnerships, and the user experience while producing optimal work in the right time frame
- Delivering high quality personas, user journeys, user flows, wireframes, mockups and interactive prototypes
- Analyzing data and building user insights to guide the decision making and product design process

Senior Visual Interaction Designer — NCOA Services

January 2015 – March 2019

- Managing and editing web content for MyMedicareMatters.org, a site viewed by over a million users per year
- Creating engaging and viral social media content and infographics, helping the organization's Facebook network grow from 20k to over 115K users
- Designing eye-catching web advertisements that deliver new users and conversations at an optimal cost-per-click through constant A/B testing and creative experimenting
- Leading the UX and UI design for both web and mobile, for the MyMedicareMatters.org website and other digital initiatives/products
- Building and designing the organization's intranet pages using SharePoint while also being responsible for training the staff and creating educational materials/documentation
- Designing, editing and coding emails/email templates along with the management of subscribers, building the list from just 900 to now over 35k subscribers

SKILLS

User Interface Design
User Experience Design
Web and Graphic Design
Product Strategy and Design
Content Strategy
Human-centered Design
Information Architecture
Wireframing and Prototyping
Branding
Atomic Design Systems
A/B Testing
Search Engine Marketing (SEM)
Copywriting
Email Marketing
Agile Project Management

SOFTWARE

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe Premiere
Adobe XD
Balsamiq
Sketch
Figma
UXPin
Microsoft Office

WEB

HTML and CSS
WordPress
Drupal
ExpressionEngine
SiteFinity
StoryBlok
SharePoint
Bootstrap
Jira and Confluence
Jenkins
GitHub

Senior Web Content Editor — John Snow, Inc./USAID

February 2013 - January 2015

- UX/UI design, graphic design, content editing, and front-end web development for PMI.gov, ChildrenInAdversity.gov, USAID.gov and 6 other USAID websites under the Global Health Bureau.

- Coordinating and strategizing with clients on over 50 global health event days each year, producing ecards, virtual conference booths, web pages, infographics, and social media graphics to promote the events

- Analyzing user behavior and providing detailed reports on website, newsletter, and social media platform analytics

- Providing consultative advice, wireframes, and best practices on improving the user experience throughout USAID's web properties

- Managing email production and distribution at USAID where I designed, coded, copy edited, and tested emails sent to over 60,000 subscribers over 8 newsletters

- Raising the standards of the design and coding of USAID's web properties and ensuring materials are consistent with USAID branding

- Working under tight deadlines in a fast-paced and high-pressure environment, producing high quality content in turnaround times

- Ensuring all web media is 508 compliant and accessible to those with disabilities

Designer & Marketer — eCoast

June 2007 – February 2013

- Handling the designing, coding, marketing, and customer experience of client facing websites, landing pages, microsites and emails

- Performing full website audits for Adobe resellers, including analyzing their content, design, usability, user experience and search engine optimization (SEO)

- Creation and implementation of eCoast branding across the board including PowerPoints, direct mail, WordPress blogs, email, microsites, eBooks, sales materials, edits to eCoastsales.com and more

- Creation and management of over 150 Google AdWords campaigns

- Creation of surveys and giveaways that gave clients important sales and marketing data

- Design of client facing documents and print work such as datasheets, case studies, brochures, conference signage, presentations and other materials

EDUCATION

New England School of Communications - Bangor, ME

Bachelor of Science in Communications, Majoring in Advertising

Excellent references available upon request.

MARKETING

Google Analytics
Google AdWords
Hubspot
Salesforce & Pardot
GovDelivery

CLIENTS

Adobe
Aon
Avaya
Bank of America
Brother
Children in Adversity
Cisco
Dell
HP
IBM
Juniper Networks
Nationwide
NetApp
Polycom
The President's Malaria Initiative
Prudential
Red Hat
SAP
USAID
VMware
Willis Towers Watson