

SCOTT REUBER UI/UX DESIGNER

- scottreuber.com -

OBJECTIVE

To integrate with a design-focused organization delivering amazing user experiences while meeting business goals and driving profitability.

SKILLSET

Photoshop CC	HTML5	Wireframing
Illustrator CC	CSS3 & Sass/SCSS	Prototyping
InDesign CC	Responsive Web Design	A/B Testing
After Effects CC	JavaScript/jQuery	Use Cases
Flash CC	Wordpress	Interaction Design
Sketch 3	Bootstrap	User personas
OmniGraffle 6	Foundation	Site Maps

EXPERIENCE

Crescent Electric Supply Company

Web Designer

October 2010 - May 2016

- Designed visual mockups of user interfaces for cesco.com web pages, then developed the front-end for those respective pages using HTML, CSS, and JavaScript/jQuery.
- Comprehensive user interface design for mobile website with detailed documentation.
- Worked with development team to ensure proper interaction behaviors are in place.
- Redesign of online checkout process to be more streamlined and efficient.
- Developed user flows and personas to help establish design strategy.
- Utilized A/B testing to help increase conversion rates for critical areas.
- Employed use of heat mapping software and analytics to monitor user behavior.
- Implementation and management of Wordpress sites of various acquired brands.
- Production of HTML marketing emails and various promotional web graphics.

Telegraph Herald

Creative Artist

March 2008 - September 2010

- Produced an online redesign and advertising strategy with full layout comps and presented to business directors for review.
- Design of print and online advertisements for internal and external customers.

McCullough Creative

Production Artist Intern

May 2007 - August 2007

- Output of digital files to large format and vinyl printers for live display.

Tri-Technical Systems

Web Designer / IT Support

September 2005 - May 2007

- Designed websites and web graphics for customers of storefront management software.

EDUCATION

University of Dubuque - *August 2002 - May 2004*

B.S. Computer Graphics & Interactive Multimedia

Northeast Iowa Community College - *August 2000 - May 2002*

A.S. Internet Administration