

I believe that good design empowers its users.
I design tools that enable people to collaborate and pursue their passions.

WORK EXPERIENCE

MAJOR LEAGUE BASEBALL ADVANCED MEDIA

Lead UX Designer, Oct 2015 - Mar 2017

- Lead design team on information architecture, UX, and visual design for WWE video on demand applications with 1.8+ million subscribers over 12+ platforms.
- Defined and documented production design process for Google Cast integration.

VERTIGO SOFTWARE

UX Designer, Jun 2013 - Sep 2015

- UX design of core video on demand application and brand integration process for NBC Universal's multibrand experience across multiple Windows platforms.
- UX research, UX design, and production design for Disney Channel Windows applications. Represented design at Disney headquarters and secured Top 5 spot in Windows Store Entertainment applications.
- Led design of new deliverable format & reorganization of design resources.

MAGOOSH TEST PREP

Usability Intern, Jan 2012 - Jun 2012

- Recruited participants, conducted moderated usability tests, and recommended active exploration UX adjustments to increase paid conversions from free trial.

EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY

School of Information, 2017 - 2019

Masters of Information Management and Systems

Virtual Reality & Immersive Tech, Tangible User Interfaces, Behavioral Economics

College of Engineering, 2009-2013

Bachelors of Science, Mechanical Engineering

Usability Assessment, Product Development, Modeling & Animation, Rapid Prototyping

SKILLS

USER RESEARCH



INFORMATION ARCHITECTURE



WIREFRAMING



INTERACTION DESIGN



USABILITY TESTING



VISUAL DESIGN



RAPID PROTOTYPING



PRODUCTION DESIGN



VIRTUAL REALITY DESIGN



TOOLS

ILLUSTRATOR

SKETCH

INVISION

PHOTOSHOP

HTML/CSS

WORDPRESS

PRINCIPLE

PYTHON

UNITY

DYLAN R. FOX

USER EXPERIENCE DESIGNER

✉ dylan.r.fox@gmail.com

☎ (323) 533-9077

🔗 drfoxdesign.com

🐦 @UsabilityFox