

Jeff Petrovitch | UX/UI Designer

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Minneapolis, MN

Design Skills

Adobe After Effects, Adobe Illustrator, Adobe XD, Axure RP, Figma, InVision, Sketch, VoiceFlow, Zeplin, Miro, Trello, Whimsical, Analytical Skills, Collaborative Skills, Information Architecture, Interaction Design, Mobile Application Design: Android/iOS, Visual Communication, Wireframing and Prototyping, User Empathy, Strategy

Research Skills

A/B Testing, Affinity Diagramming, Card Sorting, Cognitive Walkthrough, Competitive Analysis, Content Inventory and Audit, Contextual Inquiry, Design Ethnography, Directed Storytelling, Heuristic Evaluation, Kano Analysis, Personas, Scenarios, Storyboards, Speed Dating, Surveys, Usability Testing, User Journey Maps, Wizard of Oz

Experience

UX/UI DESIGNER | STARKEY HEARING TECHNOLOGIES; EDEN PRAIRIE, MN - 05/2021-PRESENT

- Lead UX/UI Designer for the Android Design Team
- Led the cross platform, mobile design of a healthcare app
- Designed a color palette, iconography, typography for accessibility

UX/UI DESIGNER | GREYDUCK CREATIVE; MINNEAPOLIS, MN - 03/2021-PRESENT

- Created high-fidelity prototypes highlighting new UX features for a business communication platform
- Collaborated with designers to produce video tutorials in Adobe After Effects

UX/WEB DESIGNER | SERVED FROM SCRATCH; PORTLAND, OR - 11/2020-05/2021

- Conducted generative and evaluative research: surveys, in-depth interviews, and concept testing
- Created a new website design improving flexibility and efficiency of use, helping new users discover new recipes

UX DESIGN STUDENT | PRIME DIGITAL ACADEMY; MINNEAPOLIS, MN - 07/2020-11/2020

Capstone Project: We Sparkle | Website Design and Strategy

- **Problem:** We Sparkle is a public benefit corporation connecting BIPOC women and LGBTQ+ entrepreneurs with AI tools to help them build their small businesses. Enter Sparkle Assistant, an online scheduling tool designed to help them. There was a lack of clarity as to what the Sparkle Assistant can do for new users. As We Sparkle prepared for the next phase, they identified a new set of users with a new set of needs.
- **Solution:** We designed a new website for Sparkle Assistant which highlights We Sparkle's mission. We clarified how Sparkle Assistant can help users with their small businesses and improved the user experience by provided a new client dashboard.

Education

PRIME DIGITAL ACADEMY | UX DESIGN CERTIFICATE - 2020

DEQUE UNIVERSITY | IAAP WAS CERTIFICATION PREPARATION CURRICULUM - 2020-PRESENT

- Accessibility Fundamentals - Disabilities, Guidelines, and Laws - 2021
- Designing an Accessible User Experience - 2021
- Semantic Structure and Navigation - 2021

HMNTYCNTRD | HUMANITY-CENTERED MASTERCLASS - 2021

KEENE STATE COLLEGE | CREDIT TOWARDS BA ART AND DESIGN - 2001-2003

Achievements

MN TECH ASSOCIATION | [NON-TRADITIONAL TALENT FEATURE](#) - 2021

Other Experience

GENERAL MANAGER | VOLSTEAD'S EMPORIUM; MINNEAPOLIS, MN – 09/2017-03/2020

- Featured in Thrillist's 21 Best Cocktail Bars in America
- Managed the day-to-day operations and a staff of 25-30
- Consistent, effective communication with diverse audiences; monthly meetings, daily pre-shift meetings
- Created a branding and marketing strategy

FOOD AND BEVERAGE MANAGER | STONERIDGE GOLF CLUB; STILLWATER, MN – 04/2016-09/2017

- Supervised all food and beverage sales, including a full-service restaurant and on-course sales
- Directed a staff of 45-50, acted as on-site human resources manager
- Produced social media content

GENERAL MANAGER | BLACKBIRD CAFÉ; MINNEAPOLIS, MN – 04/2013-04/2016

- Increased profitability by three points in one year
- Managed the day-to-day operations and a staff of 25-30
- Designed a new website and social media engagement strategy