GEOFF KARR

UX & PRODUCT DESIGNER

geoffrey.karr@gmail.com | www.geoffkarr.com | https://www.linkedin.com/in/geoffkarr/

EXPERIENCE

Digimarc Corporation

Software & Technology - Beaverton, Oregon

UX Design Lead (2021 - Feb 2023)

Oversaw **user experience** and **user interface** for any customer facing mobile, web, or desktop application produced by the company. Transitioned to focusing exclusively on UX duties including **user journey maps** and **personas** for a massively diverse user base and **co-wrote user stories** with individual product owners.

Performed **UX research** in the form of **usability studies** for new feature capabilities with our user base of customers and partners.

Employed **Figma** to create **low and high-fidelity mockups and prototypes**, enabling efficient workflow establishment and final design creation. Utilized prototypes to solicit feedback and ensure design alignment with stakeholder expectations.

Sr. UX Designer (2018 - 2021)

Produced **Journey Maps, Wireframes, Design,** and **Front-End** work for most all of Digimarc's web (9), mobile (2) and desktop software (2) in an **AGILE** development environment. Produced **HTML5/CSS3** mock ups for **prototyping** purposes and then in many cases, final production front end code.

Executed Digimarc's brand across all digital experiences, unifying their look and feel and establishing a stronger company brand for all digital products.

Performed **competitor analysis** for marketing & UX decisions. **Defined and wrote detailed requirements** for new products & features.

Worked with cross departmental development teams to execute the implementation of complex software systems, while managing multiple projects concurrently.

Drove and delivered the design and implementation of the company's primary user portal, unifying and housing previously disparate product portals.

Sr. Web Developer (2015 - 2018)

Oversaw all **information architecture** on corporate website and numerous ancillary web properties.

Acted as liaison between marketing, sales, and IT to implement online marketing and provide sales support.

Worked across all these departments to juggle internal department stakeholder requirements, conversion optimization needs for meeting business objectives, while maintaining a friendly user experience that catered to a diverse user base.

Saved the company large sums of cash by working with IT to replace and/or reduce vendor contracts with better, internally managed solutions.

Successfully managed various tools for analytics, such as **Google Analytics, Google Adwords, Demandbase, and Pardot** to measure, track, and build custom reports on campaign successes and identifying areas for site

improvements. Helped define new site goals and definitions of success as we switched focus for the corporate site from lead generation to audience education.

Established an influence in the product strategy and **UX design** of all company web products, eventually transitioning into a heavier UX role.

Web Specialist (April 2013 - 2015)
Developed numerous mobile and responsive websites and designs for Digimarc Discover App demos. These were used by our sales team during a large event show, and helped land our first large client for our flagship product.

Developed and implemented a full-on corporate redesign, resulting in a 100% increase in lead generation. Also improved on tracking of analytics, and handled data in the marketing automation platform, Pardot.

The Game Lodge

Tabletop Hobby Gaming Retailer - Tigard, Oregon (November 2015 - October 2018)

Co-Owner
Successfully owned and operated a board game store in Tigard, OR, establishing a reputation as a go-to destination for board game enthusiasts.

Spearheaded the development of a robust web presence, leveraging social media and other online platforms to promote the store and its events. As a result, increased store visibility and generated strong foot traffic, particularly from out of town visitors.

Demonstrated exceptional skills in procurement and vendor relationship management, successfully negotiating with suppliers to obtain in demand products at reasonable prices. Maintained strong vendor relationships to ensure timely and reliable product delivery.

Dealer Spike

Front End Web Developer (September 2011 - January 2013)

Graphic Products

Sr. Web Designer (April 2009 - September 2011)

SKILLS & SOFTWARE

Skills:

Requirements Gathering/Writing, User Journey Mapping, Competitor Analysis Research, AGILE methodology (scrum master / product owner), UI Design, UX Design, UX Research, Information Architecture, Marketing Automation, Responsive & Adaptive Design, Wireframing, Prototyping, Conversion Optimization, Search Engine Optimization, Web Marketing Strategy, Front-End Development

Languages:

HTML5, CSS3, Javascript

Software:

Adobe Photoshop, Adobe Illustrator, Adobe XD, Wordpress, Sitefinity, Google Analytics, Google Adwords, Balsamiq, Pardot, Salesforce.com Knowledge Base, Jira, Confluence, Bitbucket, Bamboo, Articulate 360, Figma

Frameworks & Libraries:

Bootstrap, FontAwesome, Materials

EDUCATION

Mississippi State University BFA in fine arts with an emphasis in Graphic Design • Graduated summa cum laude