

DAVID SCHAP

Lead UX Designer

Columbus, Ohio

I'm a multi-disciplined artist and problem solver in design and photography with over 11 years of industry experience working to develop brands through effective visual communication and intuitive experiences.

WORK EXPERIENCE

EXPRESS

Lead UX Designer | Sep, 2016 – Current

Lead designer responsible for defining core experiences that work for customers and business stakeholders.

- Lead formalizing the design process and implementing new design systems and software to bring a consistent visual language to various new B2C experiences
- Champion and practice a holistic UX process
- Direct a small and agile team of designers to define new and dynamic solutions to the e-commerce funnel while adhering to a consistent standard
- Lead conceptual planning for driving the end-to-end user experience ensuring that EXPRESS builds the minimal viable product
- Design and implement low-and-high fidelity interactive wireframes using Sketch & Invision
- Create workflow diagrams for new experiences on mobile & desktop platforms
- Facilitate qualitative research by performing client interviews to assess business needs
- Plan and perform click-through usability tests

SEARS HOLDINGS

UI / Visual Design Director | Sep, 2015 – Sep, 2016

Lead designer / Art Director for Sears.com special products and projects

- Created visual design solutions in a multi-discipline, agile environment for external facing, customer focused websites.
- Interpreted wireframe interaction designs into high-fidelity mockups, solving business and technical needs
- Created and maintain visual design standards manuals
- Acting as a liaison between business partners, developers

SEARS HOLDINGS/CRAFTSMAN/KENMORE

UI / Visual Design Director | Jan, 2014 – Sep, 2015

Lead designer / Art Director for Craftsman, Kenmore and Diehard web experiences.

- Acting as a liaison between business partners, IT developers, and visual designers
- Created and maintain visual design standards manuals
- Interpreted wireframe interaction designs into high-fidelity mockups, solving business and technical needs
- Created visual design solutions in a multi-discipline, agile environment for external facing, customer focused websites.

SEARS HOLDINGS

Senior Web Designer | Apr, 2012 – Jan, 2014

Lead designer for special projects such as brand showcases, header and footer redesign for mobile, tablet and desktop platforms.

- 2014 American Graphic Design Award
- 2014 In-House Graphic Design Award

AND AGENCY

Senior Digital Designer | Dec, 2010 – Apr, 2012

Lead designer for all AT&T B2C, B2B and training mobile, tablet and desktop experiences.

EDUCATION

INTERNATIONAL ACADEMY OF DESIGN AND TECHNOLOGY

Bachelors of Arts - Graphic Design / Multimedia | Aug, 2002 – Jul, 2005

Graduated with a 3.8 gpa and mean appetite of designing for digital products

SKILLS

Adobe Photoshop	Adobe Illustrator	Adobe Indesign	Adobe AfterEffects	
Cinema 4D	HTML5 & CSS3	Javascript & JQuery	Sketch	
Adobe AEM	InVision	Webflow	Principle	UX Pin
Axure / Balsamiq	Microsoft Office			

CONTACT INFORMATION

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