



## Doug Muise, Visual Designer

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### SKILLS

Visual Design   UX Design  
Strategy   Wireframing  
Prototyping   Data Visualization  
HTML/CSS   Icon Design  
Branding   Art Direction

### TOOLS

Sketch   Axure   JIRA  
inVision   Flinto  
Adobe Creative Suite

### TECHNOLOGIES

HTML5   CSS3   SVG  
Angular   Bootstrap

### EDUCATION

Massachusetts College of Art  
Coursework in Graphic Design  
University of Massachusetts  
Bachelor of Arts, English

### PROFILE

Visual product designer with over 10 years of experience delivering elegant, effective, and beautiful digital experiences for customers. Strong core competency as a visual designer leveraging Lean UX, Agile practices, and past experience as an advertising art director and print designer. Experience across industries such as technology, entertainment, financial services, and healthcare—both as a director and as an individual contributor integrating with cross-functional teams. Previous entrepreneurial experience as the co-founder of a venture-funded startup.

### EXPERTISE

- Deep awareness and practical understanding of user-centric design principles, current technologies, and their application and relevance to digital experiences
- Able to translate business goals, rules, user stories and functional requirements into compelling visual solutions and product interfaces
- Strong design intuition and a natural ability to empathize with different personas
- Meticulous craftsman with strong attention to detail
- Comfortable representing abstract concepts visually with workflows, wireframes, site maps, concept diagrams, and other models
- Enthusiastic, strong collaborator, and positive partner for development and management teams
- Able to effectively communicate conceptual ideas and detailed design rationale both verbally and visually; excellent presentation and public speaking skills
- Strong work ethic and a solid process, while being focused on outcomes

### RECENT FULL-TIME EXPERIENCE

#### Fidelity Investments

Principal Visual Designer   Jersey City, NJ   Aug 2014 – Present

Serve as a principal visual designer within Fidelity's UX design group, leveraging design thinking, Agile, and Lean UX processes to craft exceptional user experiences and drive innovation for Fidelity's personal investing product portfolio.

- Create sketches, mockups, wireframes, user flows, and prototypes
- Lead effort to migrate charts and data visualizations from Silverlight to HTML5—including adding various UI enhancements, integrating new bespoke font stack, and responsive capabilities
- Develop new responsive and scalable UI components for Fidelity.com design system
- Visually refactor legacy Fidelity.com pages to support responsive behavior and new design components
- Collaborate closely with a cross-functional, offshore Agile teams using Scrum framework
- Create documentation and design specifications to help guide developer implementation
- Enthusiastic participant in design thinking workshops and backlog grooming sessions
- Mentor junior design team members and interns—encouraging growth and creative development

#### SAP

Senior Visual Design Specialist   New York, NY   Mar 2013 – Jun 2014

Served as a member of the SAP Global Design Team, a multi-disciplinary group that designs, develops and delivers system-based design solutions for the enterprise. The team is responsible for the design, maintenance and evolution of the SAP Fiori design language, a responsive design platform that supports all SAP products on desktop and mobile devices.

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## BRAND EXPERIENCE

Adobe  
American Express  
Apple  
Cisco  
Dish Network  
Dockers  
Fidelity Investments  
Hard Rock Cafe  
Home Depot  
HP  
Levi's  
Macromedia  
Microsoft  
Oracle  
Safeway  
Sega  
Sprint  
Standard & Poor's  
Symantec  
Virgin Records  
Yahoo!

- Collaborated with product managers, marketers, information designers, user advocate coaches, and front-end developers to help craft the highest quality product experiences for SAP's customers across various lines of business
- Helped evangelize visual design across the company—setting the bar for quality in visual design and defining best practices for design output
- Delivered mockups, user flows, wireframes, and prototypes that showcased design concepts and interaction patterns
- Worked within existing resources and brand guidelines to establish, extend, and evolve a cohesive and scalable design system
- Leveraged Agile/Scrum development process for more efficient outcomes
- Maintained integrity of designs through to successful implementation by collaborating with engineering to manage workflow, handoffs, track issues, conduct CQAs, and fix bugs

## InnerRewards.com



**Creative Director**



**San Francisco, CA**



**Oct 2008 – Nov 2009**

Creative director for venture-funded e-commerce, social networking, and content startup for health and wellness. Managed visual design of desktop, mobile applications, all advertising and marketing materials including corporate identity, social media presence, and advertising. Role required equal parts team leadership, management, and creative direction—working within a fast-paced, startup environment.

- Lead the design team and help set the product strategy with the head of product
- Recruited, managed, and mentored team of four direct reports including designers, content creators, and front-end developers—providing clear direction and constructive feedback
- Developed brand identity system for company and generated related deliverables
- Provided support to senior leadership team in scoping new projects—including articulating approach, deliverables, timeline, and team requirements
- Worked closely with outside vendors and business partners

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## ADDITIONAL ACTIVITIES

Competitive Running

Photography

Bicycling



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## SELECTED CONSULTING EXPERIENCE

### Adobe



**Experience Designer**



**San Francisco, CA**



**Mar 2010 – Feb 2011**

Worked with Adobe's Experience Design team and WIRED to introduce WIRED Magazine for the iPad—an immersive digital magazine experience merging the richness of high-end print design with the engagement capabilities of Apple's iPad.

### Apple



**Art Director**



**Cupertino, CA**



**Feb 2008 – Oct 2008**

Art directed and designed rich emails and direct marketing print materials to support Apple online store and product releases including MacBook Pro and iPhone. An email to support Apple Shake was Apple's most successful to date with an open rate of 31% and over \$32K in direct revenue.

### Tribal DDB



**Lead Visual Designer**



**San Francisco, CA**



**Nov 2007 – Mar 2008**

Led the visual design effort for the re-launch of Safeway.com including creative strategy, hands-on design, and team management—successfully integrating the brand's rich in-store shopping experience with the power and convenience of a robust online shopping engine.