

PHILIP SADDEN

www.philipsadden.com

psadden@gmail.com



WORK EXPERIENCE



UX DESIGNER (2016)

RE-ALLY (EXTERNSHIP PROJECT), SEATTLE, WA

Completed User Research to identify opportunities for developing Re-Allys web services

Produced wireframes and high fidelity mock-ups using User Centred Design (UCD) principals to enhance the user interface and customer onboarding process

Undertook usability testing via an interactive prototype



WEB CONTENT MANAGER (2016)

MOXIEE, AUCKLAND, NZ

Undertook event organization/management

Website Content Management

Video Editing and marketing collateral creation



DIGITAL CONTENT COORDINATOR (MAY 2015 – DEC 2015)

MANUKAU INSTITUTE OF TECHNOLOGY, AUCKLAND, NZ

Assisted in the development of MIT's digital content strategy

Provided analytics to support marketing initiatives

Created marketing materials for university programs and events



PRODUCT RESEARCH EXECUTIVE (AUG 2013 – FEB 2015)

BRITISH AMERICAN TOBACCO, AUCKLAND, NZ

Engaged with key stakeholders to coordinate research and user testing projects

Acted as the lead in conducting new product development and usability research

Generated weekly and monthly market share reporting using scantrack data from Nielsen research

PROFILE

I have recently moved to the US from New Zealand and undertaken study in User Experience design. I am seeking to leverage my experience in Marketing Management and User Research to build a career as a UX Designer/Researcher.

Although I grew up in New Zealand I was born in San Francisco and hold US Citizenship.



WORK EXPERIENCE



CUSTOMER INSIGHTS ANALYST (OCT 2010 – AUG 2013) AUCKLAND TRANSPORT, AUCKLAND, NZ

Research questionnaire scripting and development using Qualtrics questionnaire software.

Provided analysis, reporting and presentation of data via Excel reporting dashboards and PowerPoint presentations

Conducted marketing and advertising campaign analysis to measure reach and effectiveness of advertising campaigns



PROJECT MANAGER (MAY 2008 – AUG 2010) COLMAR BRUNTON, AUCKLAND, NZ

Quantitative questionnaire development and scripting

Use of Toolbox analytics software to evaluate and analyze raw data.

Identified trends in data and generated actionable insights and recommendations

Presented reports and PowerPoint presentations for graphical data and results to clients

INTERN (MAY 2008 – AUG 2010)

SAN FRANCISCO DISTRICT ATTORNEY'S OFFICE, SAN FRANCISCO, CA

Supported an Assistant District Attorney (ADA) in the assembly of legal cases.

Assisted in reviewing police reports, contacting and subpoenaing witnesses, victims and police officers

Researched and collated relevant information into case files

Assisted the ADA in court with pre-trial conferences and hearings.

EDUCATION

BACHELOR OF COMMERCE, MARKETING MANAGEMENT (2003 – 2007) UNIVERSITY OF OTAGO, DUNEDIN, NZ

USER EXPERIENCE DESIGN IMMERSIVE (2016) GENERAL ASSEMBLY, SEATTLE, WA

GRAPHIC DESIGN COURSE (MAR 2016 – MAY 2016) YOOBEE SCHOOL OF DESIGN, AUCKLAND, NZ

CERTIFICATE OF DIGITAL MARKETING (JUL 2014 – DEC 2014) NEW ZEALAND MARKETING ASSOCIATION, AUCKLAND, NZ

UX SKILLS

Usability Testing

Wireframes

Competitive Analysis

Heuristic Evaluation

Customer Research

Prototyping

Customer Research

Sketching

A/B Testing

Content Analysis

Persona Creation

User Stories

DESIGN TOOLS

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Sketch

Axure

InVision

Balsamiq

Omnigraffe

MARKETING SKILLS

Strong written and oral communication

Analytical knowledge

Accuracy and attention to detail

Creativity and problem-solving

Team Player

Strong Time Management

Project management skills

RESEARCH TOOLS

Excel

SPSS

Qualtrics

Google Analytics

Google Adwords

Google Trends

Tableau

SQL

Nielsen Data

Toolbox