

# David Roedl

dave.roedl@gmail.com | 812-322-5874 | Minneapolis, MN

User Experience (UX) Designer with a passion for creating useful and intuitive digital products.  
Excited to return to industry after recently completing a Ph.D. in HCI / Design.

## Work Experience

### **Design Instructor / Researcher** | Indiana University | August 2011–August 2016

- Taught fundamental design skills to master's level students in areas of Interaction Design, Visual Communication, and Prototyping.
- Provided in-depth mentoring and critique for 200+ student design projects
- Contributed new knowledge insights in areas of Design Methods, Digital Fashion, DIY/Maker Culture, and Sustainable Design, publishing 10+ articles in top-tier academic journals and conferences.

### **UX Designer** | Opower | April 2010–July 2011

- Contributed designs that evolved and scaled SaaS product features for 15+ releases in a fast-paced Agile environment, during a crucial period as Opower grew from 20 to 50+ utility clients.
- Planned and executed user research, used the resulting insights to develop personas, strategies, and feature concepts that led to a more personalized and compelling user experience.
- Designed a web interface to help utility customers understand complex pricing plans; final product was launched to 5 million customers of client Pacific Gas and Electric (PG&E), resulting in increased customer engagement and reduced peak energy usage.

### **UX Designer** | NAVTEQ | August 2008–March 2010

- Designed a new product from concept to launch, a web application that allows businesses to manage store location content to appear on navigation apps and devices.
- Championed and led user research efforts to develop product strategy segmented by business and user type.

### **Freelance UX Designer** | Various Clients | May 2005–June 2008

- Designed and developed web applications for clients in the Arts and Education fields, from initial concept to delivery of finished product.

## Awards

- **1st Place** | Microsoft 2008 Imagine Cup Interface Design Competition
- **4th Place** | ACM CHI 2007 Student Design Competition

## Education

### **Ph.D. HCI / Design**

Indiana University | 2016

### **M.S. HCI / Design**

Indiana University | 2008

### **B.S. Informatics**

Indiana University | 2005

## Skills

### **Research and Design**

Interviews  
Ethnographic Observation  
Contextual Inquiry  
Competitive Analysis  
Persona Development  
Sketching  
Interaction Flows  
Wireframing  
Visual Design  
Prototyping  
Usability Evaluation

### **Tools**

Sketch  
Invision  
Illustrator  
InDesign  
Flash  
Balsamiq Mockups  
HTML, CSS