

JIMMY DIEP

PRODUCT and MOTION GRAPHICS DESIGNER

Senior designer with 15+ years of experience in discovery, pitching and leading projects with focus on highly iterative user centered design processes. Combines research, data, and thoughtful critique to discover needs and solve fundamental design problems. Participates in cross functional and collaborative roles spanning product, design, development, documentation, QA, and marketing. Highly skilled in coordinating project execution across feature teams, adapting to new information and changing priorities.

WORK EXPERIENCE

Senior UX Designer - Software Engineering

Jan 2022 - Sep 2023

BioLife Solutions, Inc.

- Partnered with creative director to develop and drive the strategy for design system and ensuring alignment with brand, product goals, and user needs.
- Created and maintained an extensive library of design components, patterns, and guidelines that streamlined the design and development process which ensured consistency across digital properties.
- Ensured that design systems met the needs of designers, developers, and product managers and aligned with overall product roadmap.
- Responsible for creating UX/UI assets, including user journeys, wireframes, mockups, and prototypes.

UX Designer - Internet of Things (IoT)

Jan 2021 - Mar 2021

Cisco Systems

- Collaborated with design, engineering, product, and marketing teams to develop user-centered design solutions including user journeys, wireframes, mockups, and prototypes were in alignment with business goals.
- Provided design leadership and set the standard for UX designers to contribute across the user experience lifecycle.
- Communicated design solutions early across multiple group channels of the business.
- Prepared breakdown of complex projects into simpler systems that can be effectively designed and maintained.

UX Designer - CX Incubation


Jan 2018 - Aug 2019

Cisco Systems

- Created wireframes, prototypes, and user flows to illustrate design concepts and gathered feedback for iterative improvements.
- Developed visually appealing user interfaces that ensured a consistent and compelling look and feel.
- Established UX/UI design processes using design thinking methodologies to guide workflow and creation of customer centric, user focused solutions for Cisco Vision and IoT digital products.
- Produced conceptual and tactical user interface designs through sketching, rapid prototyping, and supporting UX deliverables such as personas, user flow, and sitemaps.

CONTACTS

 jimmydiepdesign.com

 jimmy@jimmydiepdesign.com

EDUCATION

B.A., Radio, Television & Film
San Jose State University
1996 - 2004

Springboard UX Design
UX Design
October 2019

School of Motion
Animation Bootcamp
September 2015

School of Motion
Design Bootcamp
June 2016

EXPERTISE

- Creative and Art Direction
- Prototyping
- User Interface
- Motion Graphics
- Animation
- People Management
- Strong Communicator

SOFTWARE

- Figma
- Sketch
- Invision
- After Effects
- Cinema 4D
- Photoshop
- Adobe Creative Suite

WORK EXPERIENCE (cont'd)

Digital Media Services Lead – Cisco Vision

Nov 2011 - Mar 2021

Cisco Systems, Inc.

- Led content strategy, activation management, analysis, optimization, measurement, tracking and reporting for video and motion graphics campaigns across multiple platforms.
- Created motion graphics for 50+ sports and entertainment venues worldwide.
- Collaborated with cross-functional team including strategy and media to bring a comprehensive approach to client management.
- Served as subject matter expert for digital mechanisms sharing best practices, industry trends, and new technologies.
- Supported and mentored team of art directors and motion graphic designers.

Technical Services Lead - Technical Services

July 2006 - Nov 2011

San Jose Sharks/SAP Center at San Jose

- Created motion graphics for the in-arena live production and LED center hung video board, including the LED fascia and center hung LED rings.
- Managed team of video technicians for all live events, including NHL hockey games, ATP tennis tournament and live concerts.
- Developed and implemented control room operating procedures and best practices.
- Collaborated with the Director of Event Presentation on the planning and execution of the San Jose Sharks pre-game show.
- Supported Corporate Partnership and Marketing by producing graphics for in-game promotions and advertising.