

Ethan Walpole

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Experience

Sr. UX Designer @ KeepTruckin

San Francisco, CA
Oct 2019 — Mar 2020

Dedicated to KT's brand team, focused on reengineering the brand strategy and user experience of keeptruckin.com.

- Developed high-level user personas for emerging vertical based on product marketing insights.
- Conducted competitive analysis and supported efforts to restructure site IA and global navigation.
- Applied results of user research to inform design of high fidelity prototypes for usability testing.
- Co-led creation and maintenance of UI design system, master components library, and best practice guidelines.

Team impact: 80% increase in MQLs. 200% growth in ARR.

UX Designer @ HP Inc.

Palo Alto, CA
Jul 2018 — Sep 2019

Operated within Digital Experience & Marketing Innovation team to redesign the customer experience on HP.com.

- Worked closely with internal team of UX researchers and developers to iterate and release designs driven by real-time customer data and live A/B testing.
- Contributed to new global design system.
- Delivered mood boards, wireframes, mockups and production-level designs optimized for responsive web.
- Presented design strategy to larger team & stakeholders.

Team impact: \$15M in incremental sales in 2019.

Interaction Designer @ NOMAD DV

Torrance, CA
Nov 2016 — Jul 2018

Strategized, pitched, designed, delivered and maintained digital solutions for SMB and ventures, spanning industries from consumer goods to public education to SaaS.

Education

College of St Scholastica

BA Visual Design & Comm.
Duluth, MN
August 2011 — May 2015

General Assembly

Front-End Web Development (Part-time)
Los Angeles, CA
Aug 2016 — Oct 2016

Proficiencies

Figma
Sketch
Illustrator
Axure

Photoshop
After Effects
Adobe XD
InVision

Zeplin
JIRA, Confluence, Trello
HTML, CSS, Basic React
Google Analytics