

# Ethan Walpole

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218.730.6025  
Based in Los Angeles, CA

## Experience

### **UX Designer** **@ Omada Health**

San Francisco, CA  
Oct 2020 — Present

Consulted for Omada Health, tasked with optimizing user experience at omadahealth.com.

- Led development of website engagement score model and presented a monthly report with actionable insights.
- Helped bring clarity to the role of omadahealth.com in context of the user journey using a mix of generative research methods.
- Designed and launched the Omada Resource Library in collaboration with the internal DG team.
- Headed creation and maintenance of UI design system, master components library, and best practice guidelines.

*Team impact: 24% increase in overall website engagement.*

### **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.
- Prepared script for task success usability testing.

*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.*

## 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

## Competencies

Figma  
Illustrator  
After Effects

Photoshop  
Adobe XD  
Axure

Wordpress  
HTML, CSS, JS, React  
Google Analytics