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Edmond, OK 73003

Dylan Conklin is a designer, developer, strategist & real human being

EXPERIENCE

Love's Travel Stops - Manager of UI/UX (Current)

I represent our customers and business units' needs, with new and existing initiatives. I evaluate business processes and customer pain points to provide strategic direction and alignment through analytics based methodology. I drive qualitative and quantitative results through our digital properties including loves.com, mobile applications, email campaigns, in-store digital display, interactive kiosks, and internal and customer portals. I lead efforts in A/B testing, wire framing, prototyping, usability testing, UAT QA and web/mobile app development.

APMEX - UX Designer (2015-2016)

Established best practices for industry leading e-commerce marketplace. Evaluated, implemented and crafted strategies for A/B testing and inbound marketing tools. Revamped email communications with responsive email templates, which increased deliverability by approximately 60%. Worked with busness units to execute functional rapid prototypes for new concepts. Established guidelines, best practices and contributed to UAT and QA for responsive site redesign and development.

Ackerman McQueen - Digital Associate Creative Director (2014-2015)

Reporting to the Chief Digital Officer, I directed UX/UI methodology for Integris, The NRA, Chickasaw Nation, Rose State College and Heritage Hall. In this position, I led designers, developers and the client in unification of user experience across 50+ NRA digital properties. I became well versed in HIPPA compliance and developed inbound marketing strategy and tactics, leveraging a proprietary CRM while maintaining HIPPA compliance.

Chesapeake Energy - Interactive Coordinator (2011-2013)

In this role, I designed, developed and managed content for the company's external facing web properties. My skillset facilitated a priority shift toward mobile optimization and increased web (508 compliant) usability.

Monscierge - Creative Director & Product Design Lead (2009-2011)

Monscierge is an innovator of UX/UI technologies. As creative director I led a team of designers, developers, writers and researchers to product fruition. As an early member of this startup I provided creative and artistic direction to branding, collateral material, web strategy and product design.

EDUCATION

NN/g UXC - UX Management (2015)

Oklahoma Christian University BFA Graphic Design (2006-2009)

SKILLS

UX research and reporting
Synthesis of analytics and human trends
508/ADA compliance
HTML5, CSS3, javascript, CMS development
Responsive cross-platform web, application design
Information architecture, user-flow, wire-framing
Rapid prototyping proofs of concept
Agile/SCRUM workflow methodology