

David Borra

davidaborra@gmail.com

davidborra.com

Interests

Running
Biking
Woodworking
Reading
Photography
Gaming

Involvement

AIGA Member
AIGA Mentor Program
IXDA Member
One Brick Volunteer
Chicago Cares Volunteer

Skills

Sketch
Invision
Adobe
Figma
Optimizely
Flinto
Zeplin
HTML & CSS
Email Marketing
ExactTarget
Litmus
KissMetrics
Axure

Peapod Digital Labs, an Ahold Delhaize Company

Senior User Experience Designer, August 2017 - Present

Currently, I'm a senior experience design lead embedded on one of our scrum teams that is responsible for our account, order history, registration, sign in, and chat experiences. As part of my role I regularly collaborate with my fellow designers, researchers, product owners, data analysts, developers, and stakeholders to better understand our customer pain points along the journey and identify opportunities both short- and long-term. Previously, I was the lead for our new rewards program and designed our coupons, weekly ad, and shopping list sections in our grocery retail loyalty app and website.

Past successes include, but are not limited to, designing and launching a new rewards program, a new order history section, and a new online chat experience which includes both chatbot and live chat.

Blue Cross Blue Shield

Freelance Senior Designer, March 2017 - June 2017

Freelance senior designer on their digital user experience team. While there I collaborated with designers, developers, project coordinators, product managers, businesses analysts, and stakeholders on a variety of internal and external facing products. My responsibilities included, but are not limited to, user research, interactive prototyping and visual design.

Walgreens

Freelance Senior Designer, September 2016 - March 2017

Lead designer on their digital pharmacy consumer engagement team. During my time there I collaborated with UX designers, product owners, developers and business stakeholders on a variety of projects. Responsibilities included research, interactive prototyping and visual design. Improved design processes by introducing Sketch and Zeplin, which led to reduced hours redlining designs and increased collaboration with developers.

Devbridge Group

Senior Designer, May 2015 - May 2016

Lead designer on their product design team for a variety of clients in the financial services, manufacturing, and technology sector. Responsibilities included research, strategy, interactive prototyping, and visual design on various projects. Deliverables included, but were not limited to, sitemaps, wireframes, user flows, and user interface design.

OptionsHouse, an Aperture Group Company

Senior Interactive Designer, December 2013 - May 2015

Interactive Designer, March 2010 - December 2013

Design and front-end development lead of marketing assets for OptionsHouse where I implemented and led marketing website and email testing to gain insights into customer behavior and device usage to help boost conversion. I also managed our marketing email program, which included list management, email design, and development. During my time there I expanded our design processes by introducing the use of wireframes, responsive design, and user experience principles.

University of Illinois at Chicago

BFA in Graphic Design, 2005 - 2009