

Trent Calloway

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SUMMARY

Senior UX and Product Designer with 10 years of experience in creating interactive digital experiences. Proficient in rapid prototyping, user research, and usability testing. Proven track record of working with cross-functional teams to develop innovative products. Driven by human-centered design approach and bold ideas focused on the intersection of business and user needs.

EXPERIENCE

Lead Product Designer | Calcium

October 2022 - March 2023, Chicago, Illinois

- Redesigned and refactored the Calcium mobile application resulting in a 30% increase in user activity and a higher customer satisfaction score.
- Redesigned data visualization and informatics for Calcium mobile and Calcium EHR (electronic health records)
- Lead 2 junior designers across a significant time gap between the US and India.
- Refactored existing Design System updating 100's of UI components with associated Style guides and usage docs, improving the consistency and maintainability of the code base.
- Collaborated with the rest of the leadership team to deliver regular and consistent updates to stakeholders.

Senior UX Designer | Cardinal Health (Contract)

May 2023 - October 2022, Columbus, Ohio

- Designed and implemented user-centered designs solutions through wireframing, user workflows, and visual and interaction design for the enterprise logistics management product.
- Developed prototypes that showcased design concepts and refined based on user feedback, resulting in a 15% user satisfaction increase and a 10% more efficient workflows.
- Created and maintained digital interface design system guidelines and authored detailed design specs for developers.

Senior UX Designer | Bitovi

August 2021 - May 2022, Chicago, Illinois

- Spearheaded UX and visual design for a range of client projects from finance and ecommerce, to enterprise solutions and internal marketing tools to better aid client acquisition and retention by leveraging best practices in visual design, interaction design, and information architecture.

Senior UX Designer | VR Patients

December 2019 - August 2021, Columbus, Ohio

- Designed the user experience of the next generation of VR based patient simulation and patient simulation authoring tools including the node based logic system.
- Designed intuitive user-driven interface design and workflow for the authoring tools, resulting in a 30% time savings for users over previous version.
- Executed user research, user testing, competitive analysis, task analysis to inform the design for the product platform.
- Conducted regular interviews with SME's and beta users to gather ongoing qualitative feedback on product.

Senior UX Designer | Chemical Abstracts Services

November 2018 - October 2019, Columbus, Ohio

- Reduced user interface development time by 30% by introducing rapid prototyping techniques and design system strategies.
- Spearheaded product refactor of Chemcats, a catalog and purchase order system for bench chemists that connected across multiple product front-ends.
- Implemented new design system components that resulted in simplified usability and increased consistency across the CAS product line.
- Gathered user feedback from in-person visits and online surveys to better understand customer needs, resulting in an increase in user satisfaction with the Chemcats product.

UX Designer | Thirty-One Gifts

January 2018 - November 2018, Columbus, Ohio

- Designed the new customer accounts workflow, that created a seamless experience for customers purchasing items online, resulting in a 12.5% increase in purchases over a 3-month period.
- Created user behavioral analytics reports to track user's journey across the app and website to make the user experience more consistent.
- Developed product wireframes and interactive prototypes in Figma and rapidly tested with usertesting.com, leading to a decrease in user dropout rate. Developed intuitive and user-friendly designs while adhering to established design guidelines and regulations.

Interactive Web Designer | K2D

March 2017 - January 2018, Columbus, Ohio

- Designed and developed engaging interactive websites, presentations and campaigns.
- Achieved an average 50% reduction in website abandonment rate through improved visuals and optimized navigation, increasing average conversion rate by 25%.

- Produced prototypes of responsive and interactive designs for multiple webpages, validated designs against user research and metrics.

UX Designer | Mediware/Wellsky

May 2013 - March 2017, Columbus, Ohio

- Created and tested wireframes and prototypes for the CareTend product line, resulting in improved task completion time and a reduction in usability issues reported by users.
- Increased user engagement by 35% and customer satisfaction survey ratings by 45%, by redesigning the user experience and interface of the CareTend product line.
- Facilitated user research, usability testing, interviews, and surveys to validate assumptions and create design solutions grounded in user feedback.

EDUCATION

Bachelors of Fine Arts in Visual Communication | Texas A&M University - Commerce

Commerce, Texas, 2013

Associate of Applied Science | Kilgore Community College

Kilgore, Texas, 2008

SKILLS

User Experience Design, User Interface Design, Visual Design, Information Architecture, Interaction Design, XR Design, Wireframing, Prototyping, Figma, Sketch, Adobe, XD, Design Systems, Storyboarding, Asana, Jira, Monday, Trello, Jira, Basecamp, Github, Storybook, Communication, Word, Excel.