

JD Bickel

Lead Product Designer • UI/UX Designer

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Summary

18 years of experience in product design with a focus on UI/UX design for web applications. Launched over 10 major applications and many web and native mobile sites. Founding designer for 3 companies, including Cvent, which went on to be one of the largest IPOs in the D.C. metro area at the time.

Work Experience

Product Design Lead | Expression

Feb 2023 – Mar 2024 | Washington, DC

- Increased design team production by 25% by streamlining design cadence and improving business processes. These included project roadmapping and feature refinement and scheduling.
- Supercharged consistency of Figma high fidelity mockups by more than 80% by implementing a design system featuring a component library. Created a cultural shift towards high attention to detail.
- Improved design process threefold by creating design-to-development handoff, design functional testing, and design-to-QA documentation. Improved business process by insisting on meeting documentation.
- Mentored 5 product designers, improving design team collaboration and communication across teams.

UX Design Lead | ZenPoint Solutions

Jul 2020 – Feb 2023 | Newington, VA

- Shared a design system across multiple different products, increasing design output exponentially.
- Introduced Adobe XD design prototyping, leading to a dramatic improvement in decision making during review sessions and usability testing.
- Fostered a learning culture across teams towards human computer interaction (HCI) and design thinking.
- Mentored and coached 2 other designers and created a design review process.

UX Designer | E&M Technologies

Dec 2018 – May 2020 | Chantilly, VA

- Optimized and annotated very detailed wireframes leading to very low user churn rate through the application's user flow (user experience).
- Collaborated in regular design thinking and peer review sessions, improving accuracy and lowering amount of rework across teams.

UX Designer | Southport Services Group

Feb 2017 – Aug 2018 | Ashburn, VA

- Contributed to the high fidelity mockups and production design of several modules of a high visibility mobile application. The project won Microstrategy's product of the year.
- Created Sketch and InVision proposal mockups and prototypes leading to leads and new booked business.

UI Design Lead | Spin Systems

Oct 2011 – Feb 2017 | Fall Church, VA

- Established the use and education of modern design best practices including wireframes, mockups and prototypes for design reviews, conducting user research and other design thinking best practices.
- Produced a customized design of the company's core product, leading to the renewal of its largest contract.

Senior Web Designer | Cvent

Feb 2007 – Oct 2011 | McLean, VA

- Created the company's two largest website marketing products, the Cvent Destination Guide and the Cvent Supplier Network. These were large scale products with thousands of pages and big drivers of revenue.
- Recruited and led a team of designers to oversee web production including front end coding, design review, WCAG accessibility compliance, web content collaboration and coordination, and process documentation.

Web Designer II | Network Solutions

Nov 2005 – Feb 2007 | Herndon, VA

- Helped create and launch ImageCafe, the company's first website design application.
- Created several customizable website templates for use within the application.
- Participated in a usability study which led to a finding which increased user onboarding significantly.

Education

Bachelor of Arts

George Mason University | Art & Visual Technology | Concentration in Graphic Information Design

Skills

Technical

Figma • Adobe XD • Sketch • FigJam • Balsamiq • Prototyping • Wireframing • Lucid • Photoshop • Illustrator • InDesign • HTML • CSS • WCAG / Section 508

Professional

Jira / Confluence • Agile Methodologies • DesignOps • Project Roadmapping • Peer Review • Designer Mentorship • Management • Design Workshop Facilitation • Design Presentation • Government Contracting