

Caleb Thomas

Empathetic UX/ Product Designer

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Experience

Product Designer @ Greatwood Pharmacy

Houston, TX | 2022-2024

- Spearheaded the development of an accessible website, skyrocketing online prescription submissions by **65%**.
- Attained the prestigious **#1** Google ranking for "Pharmacies in Greatwood," amplifying the pharmacy's online visibility.
- Orchestrated stakeholders, UX/UI changes, and SEO strategy, ensuring an unparalleled user experience.

Product Designer @ Kids R People 2

Houston, TX | 2020-2021

- Conceptualized, designed, and executed a dynamic event calendar, resulting in a **25%** increase in community engagement and a **350%** boost in website traffic.
- Designed and developed a captivating landing page, driving a **30%** increase in enrollment inquiries and showcasing the school's unique offerings.

UX Designer @ Synergy Taxes

Houston, TX | 2016-2022

- Designed and implemented an online tax portal, reducing completion time by **45%** and increasing form submissions by **37%** year over year.
- Created a responsive design for the portal, improving the mobile user experience and leading to a **28%** increase in completion rate.
- Managed stakeholder meetings and UI changes, contributing to a **32%** increase in form submissions.

Summary

Experienced UX/UI designer with 10 years of web design experience and a proven track record of delivering impactful digital solutions. Skilled in leading end-to-end design projects and optimizing user experiences. Proficient in a wide range of design tools and software.

Education

- Moorpark College, Expected Graduation 2024
 - Associate of Arts (AA) in Business
- California State University Channel Islands, Expected Graduation 2027
 - Bachelor of Business Administration (BBA) in Business

Courses:

- Google UX Design Course (2023)
- Codesmith's CS Prep Course (2021)

Competencies

- UX Skills** Wireframing and Prototyping, User Research, UI Design Principles, Information Architecture, Interaction Design, Usability Testing, User Flow Analysis.
- UX Tools** Figma, Sketch, Illustrator, ChatGPT, WordPress, Photoshop, Lightroom, Canva, Procreate, Curve, After Effects, Premier, Spline, Blender, Framer, Webflow.
- Coding** CSS, HTML, JS.
- Other** AI Prompt Engineering.