

Contact

15878 Farnam St
Omaha, NE 68136
4026126628 (Mobile)
jeffspring@mac.com

www.linkedin.com/in/jeffreyspring
(LinkedIn)
www.jeffspringportfolio.com
(Portfolio)
lottalk.com (Company)

Top Skills

User Experience
Information Architecture
Interaction Design

Languages

English (Native or Bilingual)
Spanish (Elementary)

Certifications

Certified Salesforce Administrator
Interwoven Teamsite

Jeff Spring

Senior UX | Head of Product Development | CTO Co-founder
@LotTalk
Omaha, Nebraska

Summary

10+ years creating experiences that delight on mobile, web and in video. Focus on complex design challenges and business dynamics to fuze brand, interaction design and user experience.

Implemented goal-directed UX strategy with teams of all sizes across 4 continents. Leader and communicator working with to drive the product innovation cycle. Expert at bridging time, space and culture to get the most from team members of all backgrounds. Developed prototypes, design systems, app architecture, training, and front-end for over 100 clients.

Experience

Pleasant Purchase Inc.

Co-founder | CTO | Head of Product Development
April 2017 - Present
Greater Omaha Area

Creative force behind product development for automotive marketplace delivered via web and mobile apps using ReactJS and React Native. Responsible for everything from user experience to info & app architecture. I lead a team of 5 developers and 2 designers through the challenges of the lean startup environment. Key accomplishments are launching apps in the Play and iOS stores and leading the growth team in the acquisition of 20 dealers and 5400 in vehicle inventory in 3 months.

Selva

Senior User Experience Consultant
October 2001 - January 2019 (17 years 4 months)
Greater Omaha Area

Led small but charged experience design consultancy providing product definition and creative services for clients like GreenRush, Derive, WaiveCar, SlipFinder and many more. Led a team of UX pros, designers and marketers in user research, workflow modeling, prototyping, and interaction design for

brands and complex data-driven applications. Creative design in conversion driven industries like ecommerce and the financial sector.

Kensium Solutions

Director of Marketing & Brand

January 2016 - April 2017 (1 year 4 months)

Omaha, NE

Helped clients realize their vision in ecommerce and custom software through needs assessment, solution planning, software architecture, user experience and the integrated marketing. Directed interaction design, user experience, prototyping and conversion optimization for clients like Shoebacca, Shoe Carnival and b-glowing. Developed and executed company-wide video-driven brand initiative and website redesign.

EvenUp Inc.

User Experience Director

June 2014 - December 2016 (2 years 7 months)

Greater Denver Area

Led user experience and product development while executing front-end using AngularJS, Java, Go, and Riak all on AWS. With small team of 5, created a responsive application that powered a trusted communication channel between debt collectors and debtors handled asynchronously over mobile while protecting user privacy and control. Intense exposure to modern DevOps. Implemented frameworks like GreenSock for advanced UI animation.

Juggernaut Interactive

Project Technical Director & Digital Strategist

November 2012 - May 2014 (1 year 7 months)

Greater Omaha Area

Juggernaut was a small digital agency that tackled projects from national agencies. My role at Juggernaut was to assure our technical strategy met business and human goals throughout the life of a project. My role was mostly web and mobile architecture, product development and UX, as well as directing teams to execute this work.

QA3 Financial Corp

Director of Product Development & Technology

June 2007 - February 2010 (2 years 9 months)

Greater Omaha Area

At QA3 Financial, I directed IT and Product Development for corporate initiatives and advisor-facing technology. I led a team of nine software

architects, engineers and designers. Our team created a business processing system integrated across an internal and external user base under my direction.

User and domain analysis, form and behavior specification, interaction design and the translation of business requirements into usable software were some of my duties. I had the opportunity to bring together executives, vendors and internal teams with top performing financial advisors to define solutions to complex industry problems. In this position, I learned the ins and outs of executive leadership, team building, and talent coordination.

TD Ameritrade

Web Manager & Interaction Designer

January 2006 - June 2007 (1 year 6 months)

Team player managing TD AMERITRADE's public web presence. Crafted an experience seen by over 3 million people daily. Retail site was awarded #1 web browser-based brokerage site by Barron's on March 5th, 2007.

Instrumental in the transition of brand from Ameritrade to TD AMERITRADE. Worked closely with Interbrand and Ogilvy to implement marketing campaigns of all types. Search optimization, front-end and interaction design focused.

Created interactive for online and offline campaigns, physical retail design, analytics driven marketing. Coordinated talent and vendors in multiple geographies.

Analysts International

Interaction Designer

1998 - 2001 (4 years)

Responsible for information architecture, interaction design and user experience for large-scale data-driven web applications in the criminal justice and agriculture spaces. Performed website design and branding. Crafted custom designs using cross-browser compatible CSS, HTML & JS.

Core member of a Rapid Application Development and Deployment (RADD methodology) team at Analysts. This precursor to Agile trained me to discover and resolve problems quickly and iteratively. I led design sessions and worked with engineers to deliver high-impact solutions.

Created interfaces and IA for a wide variety of web projects including enterprise information systems and case tracking applications such as:

- Nebraska Criminal Justice Information System
- Kansas Criminal Justice Information System
- Wyoming Criminal Justice Information System
- Alaska Criminal Justice Information System
- Douglas County Drug Court
- Sarpy County JAIBG

Education

Metropolitan Community College

Associates, Electronic Arts · (1998 - 2000)

University of Nebraska-Lincoln

Business Administration and Management, General · (1996 - 1999)