WAYNE BREMSER

Product Designer

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I've been designing and building mobile web sites for 10 years. Working with content producers, marketing teams and visual designers, I develop smart UI flows and compelling, usable interfaces. Leveraging popular front-end frameworks, I've written code on most projects, worked closely with engineers and their tools, to get interface details just right.

EXPERIENCES

QUITOKEETO

2012-PRESENT

Direct involvement in all aspects of an e-commerce business, including design and development of quitokeeto.com. We've shipped tens of thousands of orders to every state and 25 countries.

Half of the orders are placed on mobile; using analytics, I iterated the design towards increased session duration, cart additions and conversion rate. The design merchandises handmade products using photography without a clumsy experience, communicating luxury retail with high-touch customer service.

Working with producers, we designed custom products, as well as sourced products internationally. As co-founder, I collaborated on creative direction, branding design, packaging and photography.

101 COOKBOOKS

2006-PRESENT

One of the earliest food blogs, 101cookbooks.com reaches millions of readers each year with the goal of inspiring nutritious, beautiful meals. The design challenge has been to take a decade of content and create an engaging mobile experience. Beyond high-traffic UI requirements, improving SEO and PageSpeed means using minimal render-blocking CSS, while keeping the design feeling distinctive.

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Kevin Kelly

2007-2013

Best-selling author Kevin Kelly is a futurist writing about technology and culture. I worked directly with Kevin and his team on design and administration of multiple web sites. We worked on regular design updates, site improvements and new technology integrations. Several became stand-alone projects, including the influential Quantified Self and Cool Tools, which became a best-selling book.

Consultant

2002-2012

Interface design for early stage start-ups; Adroll and Flixster are two that had successful exits. CMS and e-commerce development for variety of clients, including publications, small business, retail and education. Projects included new sites with UX and site architecture discovery phases, to design refreshes of existing sites, including building mobile and responsive sites.

Skill set

Mobile and responsive design.
Sketch App, Adobe Creative Suite.
Designing for JSON data from APIs.
Front-end frameworks: Bootstrap, React, Liquid.
Javascript, jQuery, CSS (Sass, LESS).
Google Analytics javascript events, "conversions" tab.
Marathon running, using the Hal Higdon training method.

Education

Bachelor of Arts, Villanova University, Pennsylvania