

Debbie Seusy

UX & Digital Creative

Contact

dbseusy@gmail.com

785.550.1157

Skills & Tools

Sketch, InVision, Adobe Creative Suite, Prototyping, Wireframing, Writing, UX Assessment, User Needs Analysis

Portfolio

Upon request

Experience

User Experience Director

Bardavon Health Innovations, (2019-now)

- Redesigned physical and occupational therapy software, based on user surveys, prototype testing and user needs analysis.
- Created UX component libraries.
- Designed Coach Portal, a dashboard tying together data from mobile, web app and wearable sensors.
- Lead design and UX strategy for company's internal and external tools.

Digital Creative Director

Sprint, 2016-2018

- Directed digital creative team of 30+ (UX, interaction and visual designers, content specialists, CMS, creative techs) responsible for building and maintaining simple and elegant sales, marketing and self-service experiences.
- Set creative strategic direction for web, mobile and email.
- Created integrated campaigns for large-scale marketing and brand initiatives.
- Hands-on contributor: Created concepts, copy, pitch decks, landing pages, A/B testing ideas, emails, banner ads, interactive web pages and content analysis.

Manager, Digital Creative

Sprint, 2014-2016

- Managed nationwide team that created web, app and paid ad experiences for all Sprint brands (Sprint, Boost Mobile, Virgin).
- Led small team that redesigned Sprint's e-commerce website, converting it to responsive-adaptive and increasing conversion by 25%.
- Established & enforced digital brand standards.
- Created UX (wireframes, user flows) for large enterprise projects.

Manager, Creative Strategy, Content & Design

Sprint, 2007-2014

Awards

- Sprint Circle of Excellence – Manager & Individual
- Sprint Transformation Hero
- IABC Gold Quill
- National School Public Relations Association Gold Achievement

Education

- Bachelor's of Science, Journalism - University of Kansas
- School of Typography - University of Reading, U.K.