



Work

2017 - Present **Insitome** Lead Designer

Working as the lead designer for a genomics entertainment startup. Primarily the gatekeeper of product UI and UX changes for web and iOS versions of the product. Presently excited about creating a platform-agnostic design system. Concepting, wireframing, prototyping, and vetting new product ideas with existing users.

2015 - 2017 **Foxtrot** Senior Designer

Helped plan and strategized projects for clients of all sizes. Presented ideas to clients, and collaborating with other designers to improve workflow. Interviewed new candidates, guided and mentored other designers, and helped wireframe, prototyping, and designing final UI for responsive web sites. Coordinated with developers and project managers to ensure designs were delivered on time. Also participated in branding critiques and internal design exercises.

2015 - 2015 **The Daily Dot** Lead Designer

Conceptualized, designed, and prototyped changes to the Daily Dot websites and internal company tools. Created style guides and UI kits. Led the branding of the Daily Dot Media umbrella, then transitioned to the sales team to work on native advertising concepts. Managed one other designer.

2009 - 2013 **Intuit** Senior Interaction Designer

UX and UI design of pro accounting software. Helped plan and conduct user research. Spec'd and communicated design requirements between product management, design, and engineering. Led internal design workshops, helped plan the company-wide XD Forum.

2006 - 2008 **ImageVisible** Web Designer

Designed and coded web marketing collateral. Coordinated with clients to establish project scope. Aided other front-end designers, developers and contractors.

2005 - 2006 **KnightWorks** Web Designer

Spec'd, designed, and coded websites. Attended video shoots, edited footage, and created Flash, disc-based e-learning apps.

1999 - 2000 **Thinking Inc** Web Designer

Hired on at the early age of 16. Designed, coded, tested and maintained client websites, and occasionally helped with print production.

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Portfolio <http://www.waltercoots.com>

Education

2016 **Cooper** UX Boot Camp

2009 **Texas A&M Commerce** BFA, New Media

Skills

Product UX and UI
Responsive Web Design
Wireframing and Prototyping
Motion Graphics and Animation
Content Planning & Strategy
Talent Acquisition & Retention
Educating Non-Designers on Design
Process and Workflow
Grids, Typography, Color, Layout

Software

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe XD
- Figma
- Flinto
- Framer
- Sketch
- InVision
- UXPin
- Marvel
- JustInMind
- Maya

Hobbies & Interests



References

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