

ETHAN C. KAMMERMAN

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WORK EXPERIENCE

2022 ● UX/UI Designer

Ethan Kammerman Designs | Freelance • Jan 2022 – Present

UX/UI design for responsive websites and mobile applications across a variety of industries, including:

- Travel
- Non-Profit
- State Government
- Ecommerce
- Recreation

2022 ● UX/UI Designer

Mothers Without Borders • Feb 2022 – Apr 2022

- Led the UX design for a responsive gala website, with a focus on increasing gala awareness, attendance, sponsorship package purchases, and overall online presence.
- Worked in close collaboration with stakeholder to ensure a balance of business needs with user needs.
- Led UX design concept through completion, from research and requirements gathering, sitemaps and wireframes, and final UI to handoff and functional specifications. ([View Case Study Online](#))

2020 ● Client Partner

Reddit, Inc. • July 2020 – July 2021

- Generated 1/4 Million revenue in new advertiser spend during Q1.
- Designed a proposal tool & an easy-to-use campaign planner for my client partner team, resulting in time savings, an increase in confidence during pitch calls, and uniformity in client deliverables.
- Advised clients (often C-level management or managers) on performance optimizations, ad creatives, and copy ideation.

2019 ● New Business Sales

AdRoll (Nextroll, LLC) • Oct 2019 – Apr 2020

- Educated prospects about ad software capabilities, tying prospect needs to benefits offered.
- Managed 200+ accounts routinely, handling the full sales cycle.

2018 ● Marketing Manager | UI Designer

Y Innovate • Sept 2018 – May 2019

- Spearheaded the UI design of Sales Innovator's core product, translating market research findings into actionable design plans.
- Worked in close collaboration with the CEO on iterative updates to the design.
- Managed market research, conducted ROI analyses, prepared pitch decks, and supervised 2 marketing interns.

[view more on LinkedIn](#)



TOOLKIT

Design	Research	Testing	Project Mgt.
Figma	Web Search	OptimalSort	Spreadsheets
Pen & Paper	G Forms	Maze	Notion
Lucidchart	Video Calls		Slack



TOP SKILLS

UX / UI Design	Cross-Cultural Communication
User & Market Research	Brazilian Portuguese
Rapid Prototyping	Direct Sales
Wireframing	Marketing
Data Analysis	Spreadsheets
Project Management	Teaching / Training



EDUCATION & AWARDS

- 2022 ● User Experience & Interaction Design
Designlab • Aug 2021 – May 2022
- 2018 ● Business Management & Marketing, B.S.
Brigham Young University - Idaho • Sept 2014 – Dec 2018
- 2015 ● 12th Place, 800+ Club Award
International Capsim Challenge
- 2012 ● Billy Mitchell Award
Civil Air Patrol, US Air Force Auxiliary
- 2011 ● Eagle Scout Award
Boy Scouts of America



SPECIAL INTERESTS

