SEAN CALDER
Senior User Experience Designer

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SUMMARY

Award-winning UX designer with 12+ years' experience leveraging a wealth of expertise to resolve complex challenges optimally and enable the successful delivery of concurring initiatives.

Passionate thought leader designing compelling interfaces that serve the needs of both users and the business, participating actively in defining the vision for existing and future products, and delivering insightful presentations to management to support strategic decision making.

Innovative, collaborative team player liaising between cross-functional stakeholders with a contagious determination to align activities with the corporate mission and contribute to the delivery of top-shelf products that consistently wow customers.

CORE COMPETENCIES

User Centred UX Design Leadership
Interaction, Mobile, and Web Design
User Research and Data Acquisition
Accessibility Enhancement
C-Level Communication and Presentation
Design Review and Mentoring
Information Architecture Best Practices
Program Planning and Execution
Prototyping / Design Systems

EDUCATION

Diploma in CIS, Computer Information Systems – 2000
Douglas College, New Westminster & Coquitlam, 2000
Salesforce Admin Training – 2020

PROFESSIONAL EXPERIENCE

Phennecs | Vancouver, BC | 2021
Lead User Experience Designer, 2021-Present
Consulted and supported leadership strategic decision making by demonstrating the possibilities and limitations for new products.

Maximized client acquisition and retention by auditing products' UX and producing design changes to streamline client experiences.

Helped Phennecs leaders envision how their products should look and work by creating mockup designs, clickable prototypes, and presentations, enabling product stakeholders to finalize the design and development of the product.

- **Created the vision and design for 4 new privacy and data products** built on the Salesforce CRM and led the redesign of existing products.

Salesforce | Vancouver, BC | 2010-2020
Senior User Experience Designer, 2013-2020
Spearheaded UI design efforts such as the Community Builder, Lightning App Builder, and Authenticator Mobile App. Ran user research sessions to define the vision, refine, and improve numerous products.

Designed and launched Dynamic Forms for Lightning App Builder, allowing users to dynamically build forms, and Dynamic Actions, which enabled users to easily control which actions they wanted to include in their pages.

Created the designs for Dynamic Interactions, which allow users to declaratively build real-time interactions between components of a Lightning page.

Refined the UX of the mobile Salesforce Authenticator app, facilitating user sign-in.

- **Helped admins in building the best and highest-performing interfaces** for their pages by designing and launching new Lightning App Builder features such as "Guardrails" in-app tips and a page performance analyzer which streamlined the process.
- Invented new design patterns and **resolved incredibly complex data and workflow problems in a simple way**, leaving a guiding legacy within Salesforce for the development of future products.

User Experience Designer, 2011-2013
Working as part of the Salesforce Platform UX team, worked on the design and development of Site.com, which would lay the foundation for both Community Builder and Lightning App Builder; was instrumental in both the launch and redesign of the Site.com builder.

As front-end code base SME, became the only designer to be granted access to do final-touch UI polish using HTML and CSS.

- After the acquisition of *Sitemasher*, **played a lead role in the design for general availability release of Site.com**, a WYSIWYG web or page builder tool which allows people to declaratively build pages or sites based on data.

Member of Technical Staff (MTS), 2010-2011
Managed front-end CSS and HTML polish and coordinated the UX effort to integrate the product; launched in 2011 as Site.com.

Sitemasher | Vancouver, BC | 2008-2010
UX and UI Lead
Contributed to a **Microsoft Blue Sky Award** by designing and coding the final front-end interface of the WYSIWYG web and data building product.