

TIMOTHY DEEGAN

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PROFILE

With 25 years of experience, including 10 in the Oracle Cloud, I have built a reputation as an adaptable design professional. I have honed strong UX/UI design skills, creative problem-solving, and a deep understanding of product development and business. Motivated and driven, I am eager to create user-centered solutions and deliver impactful brand experiences in a dynamic environment.

EXPERIENCE

PRINCIPAL UX/UI DESIGNER, ORACLE; RESTON, VA – JAN 2022 - FEB 2024

- Increased product renewals 15%.
- Utilized Figma to create user flows, wireframes, and data visualizations providing key insights into customer engagement and product usage.
- Created efficient workflows utilizing Agile methodologies tracked with JIRA enabling iterative design, decision-making, and transparency.
- Collaborated with diverse, globally remote project managers, developers, and data analysts to ensure design solutions surpassed project goals and user needs.

PRINCIPAL DESIGNER, ORACLE; RESTON, VA – JUN 2020 - JAN 2022

- Spearheaded the creation of innovative self-contained pre-sales prototypes using various tools including Figma, Axure, HTML, CSS.
- Organized kickoff discovery workshops streamlining cross-functional efforts, ensuring clear direction achieving high project success rates.
- Expanded workforce acquiring and onboarding four European based creatives.
- Spearheaded creation of low fidelity wire-framing design system.
- Led external design contractors and individually contributed on successful high impact projects e360 and industry specific i360 interactive prototypes, involving multiple complex use cases.

SENIOR SALES CONSULTANT - DESIGNER, ORACLE; RESTON, VA – MAR 2014 - JUN 2020

- Increased contract wins 28%.
- Led the creation of engaging pre-sales demos using Sketch, Adobe Creative Cloud implemented in HTML/CSS, Angular or React.
- Used user-centered design methods ensuring design solutions exceed client expectations.
- Contributed to successful recruitment and onboarding, resulting in enhanced team dynamics, workload and efficiency.

CO-FOUNDER / CHIEF CREATIVE OFFICER, TANGERE TECHNOLOGY; ARLINGTON, VA – DEC 2012 - FEB 2014

- Define and articulate brand vision and creative direction. Establish unique brand voice, aesthetic, and overall creative philosophy.
- Develop and maintain brand guidelines and style guides.
- Oversee the creation of all creative assets including visual identity, marketing materials, digital content, advertising campaigns.

CREATIVE DIRECTOR, PURE MATTERS; HERNDON, VA – MAR 2012 - FEB 2013

- Directed team of four NYC based designers across e-commerce, marketing, content and packaging initiatives.
- Increased market reach by 18% and improved customer satisfaction scores through aligning business goals with consumer needs.
- Achieved a 15% production boost through streamlined project intake workflows.
- Revamped shopping and checkout workflows leveraging A/B testing and customer feedback, driving an 18% rise in conversion rates.

INTERACTIVE ART DIRECTOR, FORUM ONE; ALEXANDRIA, VA – APR 2010 - MAR 2012

- Increased donations 24%.
- Successfully led team of 3 internal designers with additional external freelancers delivering high impact design solutions.
- Streamlined design-to-development process increasing delivery speed 22%.
- Agency clients included non-profit and government entities including the Robert Wood Johnson Foundation, The Pew Charitable Trusts, and the EPA.

ART DIRECTOR, AMERICA ONLINE; DULLES, VA – AUG 2007 - JAN 2010

- Achieved a 13% decrease in bounce rates for AOL commerce channels by effectively leading diverse team utilizing user-centered design techniques.
- Cultivated a collaborative atmosphere among UI designers, developers, business leads, and upper management.
- Maximized project efficiency with meticulous attention to deadlines, budget constraints, and client expectations.

ADJUNCT FACULTY, NORTHERN VIRGINIA COMMUNITY COLLEGE; STERLING, VA – JAN 2010 - DEC 2012

- Taught web design courses, providing instruction to up to 28 undergraduate students per class.
- Utilized Adobe Creative Suite integrating essential design components for web pages.
- Instructed organization of materials, sketching, concept development, site planning, and various construction methods for open-source CMS.
- Leveraged Blackboard to develop detailed and inclusive online syllabi for multiple classes.

PRINCIPAL DESIGN CONTRACTOR, TIMOTHY DEEGAN; WINCHESTER, VA – AUG 1997 - PRESENT

- Providing end-to-end creative and design services for profit clients; Inspirata Consulting, Concept Solutions, K12, ChristianMingle.com, American Cancer Society - Winchester VA Chapter and the Administrative Office of the United States Courts.
- Collaborating closely with clients to understand their vision and deliver innovative design solutions tailored to their specific needs.
- Successfully manage multiple projects simultaneously, ensuring timely delivery and consistently exceeding client expectations.

– FULL & FREELANCE DESIGN EXPERIENCE CAN BE FOUND ON LINKEDIN –

EDUCATION

Bowling Green State University, Bowling Green, OH
BFA – Fine Arts; Computer Graphics

SKILLS

PROFESSIONAL SKILLS

Agile, Waterfall, Research, Design Thinking, Mentor, Design Operations, Journey Map, Discovery,

TECHNICAL SKILLS

Design Systems, Product Design, Service, Prototype, Editorial, Marketing, Mobile, Motion Graphics, Wire Frame, Interaction, Branding, Illustration, Iconography, Figma, Sketch, Adobe Creative Cloud

INDUSTRY EXPERIENCE

Advertising, Athletics, E-commerce, Education, Entertainment, Finance, Government, Healthcare, Hospitality, Manufacturing, Supply Chain, Travel.

AWARDS

Q1 TRANSFORMATION AWARD

FY21 | Oracle, NAA SE - Xlab

FY18 | Oracle, NAA SE - Demo Engineering

DESIGN FOR AMERICA, VISUALIZING COMMUNITY HEALTH DATA

Forum One / [CountySinsRankings.org](https://www.countysinsrankings.org)

WEB AWARD, BEST ADVOCACY WEBSITE

Forum One / [CountySinsRankings.org](https://www.countysinsrankings.org)