# GARRETT FUNKHOUSER

## LEAD - UX/UI PRODUCT DESIGNER

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### OVERVIEW

Working in cross-functional teams in deadline-driven, project-oriented environments for over two decades in UX design, development, and management. From inception to implementation, well-versed in the end-to-end user-centered design process.

Utilizes a passion for applied research and technological expertise to turn complicated problems into actionable insight and develop new digital product strategies.

A unique combination of technological prowess, creativity, and real-world business experience.

### EMPLOYMENT

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**08.2021**
**Present**

**West Marine**  *Ft Lauderdale, Florida*

## Lead UX/UI Product Design

West Marine is a premier multi-channel retailer of boating and fishing supplies serving boaters and prosfessionals online and with over 240 retail locations.

- Leading all aspects of product innovation and design by transforming business, technical, and customer needs into a crisp set of design challenges to solve for.
- Leading the new B2B redesign for this coming year.
- Leading hiring of full time employees and contractors.
- Leading UX team on B2C and B2B.
- Advocating user-centered discussions to guide the design team in developing and striving for creative best practices in ensuring a high bar of quality.
- Advocating for coordinated usability testing with UserTesting.com | Usability Sciences
- Facilitating and creating sitemaps, wireframes, information flow diagrams, visual storyboards, user persona documents, and user stories.

**09.2018**
**07.2021**

**Ceres Systems**  *Boca Raton, Florida*

## Principal UX/UI Product Design

Ceres Systems is using a data-centric analytical technology platform to empower farmers with data and develop an integrated network for B2B and B2C distribution channels, with the goal of revolutionizing the agricultural industry.

- Lead business infrastructure by building out full stack development team.
- Lead hiring of full time employees and contractors.
- Created  sitemaps, wireframes, information flow diagrams, prototypes, user persona documents, and user stories.

**11.2016**
**02.2017**

**Realty.com** *Boca Raton, Florida*

## Lead UX/UI Product Design

Realty.com is an innovative mobile and online real estate directory built around connecting clients with Premium Exclusive Agents.

- Lead hiring of full time employees and contractors UI/UX
- Created complete front end UI including wireframes, information flow diagrams, and pixel perfect
- visual design for web and mobile.
- Created branded pages for advertising partners.

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10.2013
08.2018

## Good Clean Vapes  *Delray Beach, Florida*

# Founder | CEO

With a focus on excellent customer service, Good Clean Vapes is an online and retail seller of electronic vaporizers and other alternative nicotine delivery systems. Dedicated to providing a welcoming environment in which consumers can learn about new technology and eventually quit using tobacco products.

- Lead all aspects of the business from inception to sale.
- Lead hiring of full time employees and third party vendors.
- Designed branding, website and brick and mortar layout template.
- Designed and developed retail website, B2B website and mobile application.
- Designed and deployed marketing campaigns through social media outlets and print.
- Created infrastructure in retail, web and B2B supply chain.
- Expanded the business to include five retail locations and B2B location.
- Reached profitability inside of two years.
- Sold inside of five years for 3x multiplier

06.2012
01.2015

## Office Depot  *Boca Raton, Florida*

# Lead UX Architect | UX Designer

Office Depot is the 5th largest e-commerce retailer in the US with more than five billion in online revenue and over 1100 retail locations.

- Lead all UX teams on B2C.
- Lead hiring of full time employees and contractors.
- Mentored UX Designers and Interns.
- Lead and coordinated usability testing through Usability Sciences.
- Drive innovation and take business requirements completely through the development lifecycle, from wireframes to prototypes and pixel perfect comps.
- Implemented Paypal payment method for retail website and mobile.
- Implemented single sign-on on retail website and mobile.
- Implemented shopping cart redesign including mixed mode and BOPUS on retail website.
- Implemented simplified checkout redesign and express checkout.
- Revamped loyalty program end to end.

06.2012
01.2015

## Homes.com  *Boca Raton, Florida*

# SR Front-End Developer

Homes.com provides advertising and marketing services to help real estate professionals connect with homeowners, buyers, and sellers. Provides IDX services and hosting for Remax, Coldwell Banker, Century 21 and Sotheby's.

- Lead resposible for mentoring and training UI Developers.
- Designed and launched www.remax.com mobile.
- Launched IDX implementations of www.coldwellbanker.com and www.century21.com.
- Managed testing of finalized sites for stability and work load performance.
- Developed CSS cross-platform/browser-compatible production-ready solutions in IE6, IE7, IE8. IE9, Chrome, Safari, and Firefox.
- Managed migration of completed sites from local directories to testing servers for QA processes and then finally pushed to staging.

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## Software and Programming Languages

- HTML, CSS, JS, jQuery
- Adobe - Photoshop, Illustrator, Indesign, Fireworks, Lightroom and After Effects
- Figma, Axure, Sketch, Jira/Confluence, Trello and Lucidchart