Tommy Koehler

UI/UX Designer

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Objective

I am a user interface, brand, and visual designer with over nine years of professional experience. I excel in end-to-end UI development, encompassing design, prototyping, development, testing, and analysis.

Passionate about the human element of the process, I couple an artistic eye with technology to produce cutting-edge, interactive visual content. I am eager to apply my meticulous attention to detail and love for functional, elegant design to help clients achieve their goals and solve problems.

At the end of the day, I just love the creative process and the excitement and collaboration it brings out in those it attracts.

Education

James Madison University   2013 – 2017

B.S. Media Arts and Design
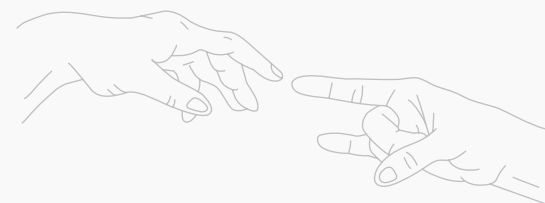Interactive Design and Converged Media concentration

Music Industry Minor
Audio Production concentration

Tools

Figma
Sketch
Illustrator
InDesign
Photoshop
Lightroom
After Effects
Adobe Premiere
HTML/CSS
SCSS/LESS
Javascript
WordPress

Skills

Design System Creation
Pattern Library Management
User Experience
Interface Design
Interaction Design
Web and Mobile Design
Prototyping
Front End Web Development
Brand Development
Illustration
SVG Animation
Photography

Experience

Booz Allen Hamilton   JUN 2017 – PRESENT

Associate - Lead Technologist   DEC 2020 – PRESENT

- Lead the creation of integrated design systems, modernize websites, and organize content management systems for federal clients, optimizing user patterns and current trends.
- Deliver digital products to federal clients, including ARPA-H, DARPA, CMS, The Department of Defense, NASA, NATO, USPTO, and various military health organizations.
- Leverage modern design principles to quickly draft microsites and internal tools, collaborating with UX researchers to develop user-friendly solutions for complex site infrastructures that generate new revenue streams.
- Played a pivotal role in shaping the firm's design infrastructure and pitched our forward-thinking approach to a USWDS panel focused on federal initiatives.
- Actively serve as a dedicated Career Manager, providing tailored guidance and mentorship to employees, fostering their growth and success as designers and integral members of Booz Allen.

Senior Consultant - Staff Technologist   JAN 2019 – DEC 2020

- Served as lead UI/UX designer and brand specialist on a marketing team benefitting the Department of Defense, designing and maintaining three campaigns, all working simultaneously to support military health in the DOD.
- Brainstormed and facilitated the development of a progressive web app geared toward helping service members quit tobacco. The app was built around a unique set of requirements dealing with DOD security, personal information, and technology available to the user base.
- Applied UI/UX best practices to enhance and simplify a NASA online safety report form. Implemented a component-based library to make developing and updating critical forms more intuitive.

Consultant - Technologist   MAR 2018 – JAN 2019

- Revitalized and generated user interfaces that were accessible, responsive, and functionally optimized to meet the diverse needs of federal clients.

Internship   SUMMER 2017

- Developed a marketing strategy for an assistive navigation technology for the visually impaired and presented to Booz Allen Senior Leadership, placing within the top ten intern groups out of seventy.

Freelance Design Work   ONGOING

- Design and develop intuitive user interfaces and brands for a variety of clients in the tech startup, food and drink, and entertainment space, enhancing their user experience and engagement.
- Implement responsive web design techniques to ensure compatibility across different devices and screen sizes.
- Built 8+ design systems and component libraries to maintain consistency and streamline the design process.
- Manage multiple projects simultaneously, meeting deadlines and delivering high-quality work to clients.
- Provide UX consulting services, offering insights and recommendations to improve user satisfaction and retention.