Derrick Herring

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Senior Product UI/UX Designer/Front-end Developer

Highly innovative, passionate and successful Senior Product UI/UX Designer with high proficiencies in visual UI design, UX design, UX research, product development, and some front-end development. Practicing user-centered design principles and methods on user needs and business goals. Recognized as a talented creative with a unique skill-set that spans various disciplines from an extensive background in print production to hands-on UI/UX design to front-end development (HTML/CSS/JavaScript). Phenomenal track record of designing and developing web apps and projects with amazing life spans. Over 10 years of experience in understanding and developing online products from concept ideas into production with a high degree of success in a competitive landscape. Highly effective written and verbal communicator with exceptional problem solving skills.

Capabilities include:

- ➔ Product Design
- ➔ UI/UX Design
- ➔ UX Research
- ➔ Visual Design
- ➔ Wireframing
- ➔ Prototyping
- ➔ Analytics
- ➔ Micro Animation
- ➔ Illustration
- ➔ HTML/CSS
- ➔ Figma/Sketch
- ➔ Adobe Suite

Professional Experience

Senior Product UI/UX Designer at GEICO Chevy Chase, MD.

December 2018 – Current

The Government Employees Insurance Company is a private American auto insurance company with headquarters in Chevy Chase, Maryland. It is the second largest auto insurer in the United States, after State Farm.

- ➔ Collaborated cross-functionally to reimagine and modernize the eCommerce experience for insurance products, presenting new Product UI/UX concepts to project teams, stakeholders, and executive leadership—driving initiatives that generated $2.5M in digital impact.
- ➔ Built and scaled GEICO's "HUE" Design Kit, developing a comprehensive light and dark mode component library. Architected and implemented the centralized design token system that served as the single source of truth for all visual properties. This token framework ensured long-term scalability, improved system sustainability, and streamlined system-wide updates for both designers and developers.
- ➔ Collaborated cross-functionally within Claims Agile/SCRUM teams to design and deliver production-ready UI solutions for the Self-Service Claims product, Easy Photo Estimate, improving user experience and accelerating feature delivery.

Product UI/UX Designer at The Consortium of Universities Washington D.C. - Contract

November 2016 – October 2018

The Consortium is a nonprofit educational association of 17 member colleges and universities representing nearly 290,000 students committed to the advancement of higher education in the Washington Metropolitan Area.

- ➔ Managed the design, development and online marketing strategy for several websites within the company
- ➔ Manage the design for The Consortium of Universities subsidiary website Reach4Success that's powered by Wordpress
- ➔ Created wireframes, screen layouts, HTML prototypes, and produce product research reports

UI/UX Designer at Congressional Black Caucus Foundation - Contract

September 2013 – October 2016

The Congressional Black Caucus Foundation, Inc., is a nonprofit nonpartisan public policy, research and educational institute that seeks to advance the global black community.

- ➔ Successfully lead the design of the CBCF main website that runs on the Wordpress platform
- ➔ Managed the design and brand development for CBCF Job Board application thats powered by Wordpress
- ➔ Communicated with Product Owners daily, gathering clear business requirements and delivering designs on time

UI Designer/Front-End Developer at The Association of Community College Trustees - Contract

August 2010 – October 2013

The Association of Community College Trustees (ACCT) is a non-profit educational organization of governing boards, representing more than 6,500 elected and appointed trustees who govern over 1,200 community, technical, and junior colleges in the United States and beyond.

- ➔ Worked closely with stakeholders, product owners and development team to ensure accurate execution of all submitted designs
- ➔ Responsible for the development of four branded membership web applications; Trustee Education, Governance Institute, ACCT Searches and ACCT Live which included a new brand identity, new color scheme and a completely redesigned web interface throughout
- ➔ Working within a seven-person web production team, I played a vital role in the success of product launch of Executive Search Job Web Application – all of which that have lead to an increase in visitors, higher conversions and better overall user experience
- ➔ Researching and analyzing competitive landscape in the executive search industry

Education

Internship at Walt Disney World, Orlando, FL (2005 – 2006)

Studied Computer Graphics at Ringling School of Art & Design, Sarasota, FL (2004 – 2006)

Studied Fine Arts at University of Maryland, College Park, MD (2011 – 2012)

Interest

- ➔ Business: Technology, entrepreneurship, creative thinking, and reading
- ➔ Sporting: Football, Basketball, Boxing and Motorcycle Race Track
- ➔ Movies: Shawshank Redemption, Gladiator, and Out of Time
- ➔ Family: Spending quality time with family