

JEFFREY SYFU

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USER EXPERIENCE DESIGN LEAD

🦋 Fully vaccinated against COVID-19

EXPERIENCE

Director of User Experience, May 2022 to January 2023 Inspire

Led user experience work and strategy of new products, features, and enhancements that connects a community of over two million patients and caregivers instilling hope and driving a greater understanding of their health conditions, diseases and wellbeing.

Provided leadership and mentorship for junior designers to stretch and grow their craft, and champion human-centered design across skillsets, teams, and perspectives delivering insights that drive the digital product across all phases of design and development.

Senior Design Manager, May 2018 to December 2021 Capital One / United Income

Utilizing user-centered design principles, led the development of an effective and intuitive user experience for a money management solution that can simulate millions of combinations of life events and market outcomes to determine how on track you are to reach your goals and spending needs—so that you can spend more time living your life, and less time worrying about your money in retirement.

Joined United Income as a young fintech start-up, which raised seed funding and a Series A, grew to over \$750 million of assets under management, and successfully exited to a Fortune 500 company (Capital One), all in under three years.

Associate Creative Director, October 2006 to May 2018 Publicis Sapient

Designed the first voice user experience (Alexa Skill & Google Home) for a leading health insurance company in the U.S., which provides definitions and answers the most common questions customers have around their health insurance.

Integrated into a multi-disciplinary team to reimagine the overall experience for The Nature Conservancy by identifying the key audiences, customer journeys and the content strategy across regions/countries. Won **Best Environmental Website and Best Non-Profit Website - Web Marketing Association Internet Advertising Competition, 2019.**

Led the creative team in redesigning the user experience of the mobile banking application for the third largest federal credit union in the U.S., raising the average user rating from 1.5 stars to 4.5 stars on both the Apple App Store and GooglePlay Store. Voted **Best Mobile Banking App for a Large Credit Union - MagnifyMoney, 2015.**

Designed the user experience for two mobile apps to increase awareness of and accessibility to Census Bureau data on Android and iOS Smartphones and tablets.

The America's Economy app was an **Honorable Mention recipient of the 2012 Walter Gellhorn Innovation Award**. It has also been lauded by the White House as a great example of the Federal Digital Strategy, and by Information Week, who named it a "Top 10 Government Mobile App."

ABOUT

Accomplished professional with expertise in crafting meaningful & beautiful user experiences for federal and commercial brands. I'm a communicator, a collaborator and restless creator. I love making things that matter. Inclusive things. Intuitive things. Honest things. Things that can have a real and lasting impact in people's lives.

ONLINE

www.syfu.com

www.linkedin.com/in/jsyfu

SKILLS

Photoshop
Illustrator
InDesign
Omnigraffle
Sketch
Figma
Mural
InVision

Information Architecture
Visual Design
Usability
Journey Mapping
Sitemaps & Userflows
Wireframes
Prototyping
User Interface
Interaction Design
User Needs Assessment

ACCOLADES

SapientNitro Great Work Award
DHS ICE On-The-Spot Award
Sapient PS Core Value Award
MDDC Contest, First Place & Best of Show
Air Force Achievement Medal (AFAM)
National Defense Service Medal (NDSM)
Air Force Good Conduct Medal (AFGCM)

Notable Clients

Cigna
Comcast
PenFed Credit Union
The Nature Conservancy
U.S. Census Bureau
Department of Homeland Security

MILITARY SERVICE & EXPERIENCE

United States Air Force
42nd Medical Group, Maxwell AFB, Alabama

Honorable Discharge awarded for honest and faithful service in support of the Gulf War.

EDUCATION

University of Maryland, Baltimore County
Bachelor of Arts (BA), Visual Arts / Graphic Design

PROFESSIONAL DEVELOPMENT

Leading Within Our Values, Capital One
Managing People, Capital One
Authentic Leadership Course, Trillium
Creative Leaders Retreat, The One Club
Develop Your Speaking Style, Speakeasy
Advanced Presentations Skills, Sapient
ASIS&T IA Summit - Enriching IA
Managing Expectations, Sapient
Consultative Selling Skills, Sapient
Edward Tufte - Data & Information
ASIS&T IA Summit - Refining Our Craft

COMMUNITY INVOLVEMENT

No Greater Sacrifice,
User Experience Designer

The Embassy Series,
Graphic Designer

Make-A-Wish Foundation,
Graphic Designer