

DAVE RAU

Senior Designer

SKILLS

Visual Design
User Interface Design
User Experience
Responsive Web Design
Typography
HTML/CSS
Design Systems

CONTACT

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EDUCATION

BFA Printmaking &
Electronic Media
University of South Florida

SENIOR UI ENGINEER/DESIGNER, OPTIMIZEZY

2016–2020 San Francisco

I lead the Design Systems team and open-source UI library.

- Ensured visual consistency, branding, and pattern use in our App
- Wrote documentation, established processes, and built design tools
- Authored and maintained CSS and React component library

SENIOR WEB DEVELOPER/DESIGNER, PAGERDUTY

2014–2016 San Francisco

With performance in mind, I maintained and designed PagerDuty.com.

- Rebuilt website as responsive; increased site performance 2x
- Lead designer on in-house rebrand of web & product
- Built all email campaigns; performed all A/B testing experiments

INTERACTIVE DESIGNER, INKLING

2010–2013 San Francisco

Focused on education, I designed systems and tools for interactive ebooks.

- Translated static print layouts into reusable patterns and responsive layouts
- Lead designer on Elsevier medical and O'Reilly media content libraries
- Created design systems and tools that served more than 800 books

DESIGNER/WEBMASTER, WATERMATTERS.ORG

1999–2009 Tampa

Under my mentor's leadership, I designed our web presence and beyond.

- Served 5M residents and 750 employees, from educators to scientists
- Design, code, research, usability testing — print and field photography, too
- Authored & edited award-winning web content in collaboration with experts
- Created popular internal database apps that were friendly and easy-to-use