

# TIMOTHY L. MASON, DESIGNER

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## MASTER UX DESIGNER I

Deloitte Transactions and Business Analytics, LLP (2021)  
E-Discovery Solutions Center

Focused on all phases of the design process including **user research, copywriting, wireframing, prototyping, visual design, interaction design, and usability testing**. This hands-on role supports ideation and cross-functional collaboration. Tasked with taking new ideas from concept to implementation across DTBA's E-Discovery Solutions Center.

## SR. UX/UI DESIGNER

Conexess Group, LLC (2021)  
Deloitte Contract

**User experience designer for the E-Discovery Solutions Center team.** Within three months of a four month contract, we had re-envisioned five core reports built using Microsoft Power BI, proposed and drafted three new dashboards that were added to the backlog, and created a PBI style guide aligned with Deloitte brand standards.

## PRESIDENT

Nelix, Inc. (2018-2020)  
Software Development Agency

**Created a culture of inclusion** to improve communication, development processes, and support the transition to a remote workplace. Moved to a cloud-based network and development environment powered by AWS. Reduced expenses by 48%.

Implemented custom agile method and **championed design thinking** to better plan, track, and deliver user-centric solutions. Reinforced the importance of leading with design.

## ART DIRECTOR, UX/UI DESIGNER

Nelix, Inc. (2010-2020)

Product and interface designer for a **SaaS start-up that utilizes cloud data to power parking equipment** for over 700 garages nationwide with 2,000 IoT parking heads.

Designed WebACE™ user interface for an **award-winning background screening platform** that screened 3.8 million individuals using over 7,000 partnerships in 2019.

Re-designed interface for a **web-based commercial real estate lease management system** for Blue Cross Blue Shield that controls over 400 properties across 5 states.

Lead designer for an **e-commerce storefront for an outdoor tactical gear distributor** that added \$1.6 mil in sales the first year and \$2.4 mil the next. **Established an email campaign** that generated an additional \$300k in revenue per year. Re-designed a 300+ page printed product catalog from scratch.

## MARKETING DIRECTOR, PRODUCT DESIGNER

Transax Gateway (2008-2018)  
Payment Technology Company

Creative direction and product design for a **start-up cashless payment technology** that grew to 160 partnerships with 3,200 active merchants processing 670,000+ transactions and \$90 mil per month.

Implemented SEO strategy to drive inbound leads. **Utilized analytics to identify an opportunity to re-position the brand** to focus on an under-served market.

## MASTER OF BUSINESS ADMINISTRATION

Roosevelt University (11/2008)

Attended night school. Studied Marketing and **acquired the business acumen** needed to influence and communicate more effectively with strategic leaders.

## WEB/GRAPHIC DESIGNER

Nelix, Inc. (2001-2010)

Visual design, front-end development, support and maintenance for **over 150 websites and web-based systems**. Collaborated with diverse team that included software engineers and various levels of client personnel. Worked with small to medium-sized companies, start-ups, and non-profit organizations..

## BACHELOR OF FINE ARTS

Northern Illinois University (12/2002)

The Time Arts program was dedicated to interaction design: **web design, multimedia, motion, and video**. I was the Graphic Design Manager and later the Design Advisor for the Norther Star, a daily newspaper with a 30,000 circulation.

