

George Hinchliffe

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exp.

ServiceNow

September 2017 - Current
Product Designer

- Worked with PMs and development teams to create brand new experiences for our users
- Generated long-range product design roadmaps
- Guided whole business unit through re-platforming initiative, reimagining workflows in the process
- Help define design process as team grew over 5x

Bellevue Club | Hotel Bellevue

August 2015 - September 2017
UX Designer

- Maintain current websites
- Design and lead creation of new websites
- Design and develop digital signage app
- Lead the transition to a new email marketing service defining the look and feel of messaging

FEV Analytics

May 2015 - September 2015, Freelance
Digital Designer

- Designed and developed website
- Creation of online and print marketing materials
- Developed brand guide

Seattle Seahawks

July 2014 - May 2015 as employee; Currently Freelance
Digital Media Specialist

- Manage digital and social content, web advertising
- Use analytics to refine Seahawks.com
- Worked with NFL to create new Seahawks.com

University of South Carolina

August 2010 - May 2014
Lead Graphic Designer

skilled in

design

Sketch, Adobe Creative Cloud, Adobe XD, InVision, Abstract

web

HTML, CSS, JS

code

XAML, C#

projects

- ✓ Operator Workspace
- ✓ BC Digital Displays
- ✓ SmartThings Home Hub
- ✓ Whisk.ly app
- ✓ Super Bowl XLIX
- ✓ FEV brand guide
- ✓ Reflec smart mirror