

Hi. I'm Darrell Estabrook.

I solve problems and engage people through design.
I also mentor designers in the craft of digital experiences,
and business-people in the practice of creative thinking.

I have 22+ years in
experience design.

Yes, that's since 1996,
when the web was new.

View my portfolio at
purposedrives.design

I Create...

Parts

- User experience flows
- Concepts
- Interface designs with realistic, testable prototypes.

Experiences

- Apps & digital products
- Websites & digital content
- Printed publications
- Presentations (real ones...)
- Design systems

I Lead...

Designers

- Coach, inspire and motivate a team to create impactful work.
- Collaborative professional development goal setting.
- Team design critique sessions.

Projects

- Breaking down business and customer needs into product plans.
- Client pencil-down reviews.
- Integrating the creative process into Agile software teams.

I Love...

Design process

- Purpose-driven design
- Ideation and collaboration
- Strengthening weak designs

Design value

- Writing on Medium
- Trade-magazine published
- Working with people to hone in on the minimum design for the maximum result.

"His designs are elegant, clear, and purpose-driven. He possesses an ability to identify with the user and be focused on purpose that allows him to be very effective and solve business problems well."

—Orlando, Experience Designer

"Darrell took me under his wing and helped transform me into a purpose-driven and passionate creative who could take on any design problem with confidence."

—Victoria, Experience Designer

"Darrell is the poster child for the attribute 'helps others be great.' He consistently provides guidance and mentorship to his staff directly related to the design craft."

—Brenda, Director, my Manager

Design Team Lead SingleStone

June 1999–October 2018

Bonus skills

- Use tools like: Sketch, InVision, Adobe Creative Suite, various other resources and tricks.
- <HTML/>, {CSS}, Javascript() experience.
- Understanding of the full software development lifecycle.
- Customer research and usability testing techniques.
- Microcopy writing.
- Project management.

Web Design Specialist CSX Corporation

January 1998–May 1999

Web Designer Vanguard Information Group

June 1996–December 1997

Ambassador University

June 1996

With Clients

I designed 100+ client web experiences and custom software products in financial services, retail, medical, higher education, state government, and non-profit sectors.

I led numerous Design Thinking and Ideation workshops to get clients to think creatively about their problem before we begin designing.

From 2014–2016, I designed the product experience for a Fortune 500's flagship internal business software app. I created concepts, performed user research, created a design system for the UI and user flows across two agile software teams. I also mentored rising front-end developers. The product became operational business software for three locations before I transitioned the role over to in-house talent.

I designed an interactive promotional app for the University of Richmond recruiting mailed out to thousands of prospects. It won four awards: "Best in Show" for Admissions Marketing Report, a "Gold" in the Video/CD-ROM viewbook category, a Telly Award "finalist," and a Gold AiME in the Festival of the Media Communications Association International.

I designed and implemented a client-side CMS and marketing website for a metropolitan and regional North Carolina Hospital (600-page website).

With the Company

I grew the design team from one to seven members over three years, and was responsible for their professional development. We conducted weekly team critiques on our work, and would have annual design retreats.

I spearheaded the concept of producing our deliverables as publications instead of PowerPoint (a more effective medium for the content). I also helped focus the presentation experiences by simplifying messages.

I designed numerous internal efforts including Sales pitch experiences, Marketing communications (websites, emails, flyers, booklets) for most of my 19 years.

I redesigned the corporate website for the national transportation company, CSX. The look, feel, information architecture, and page code. I also created several division websites. Trains, boats and trucks everywhere.

I was a startup partner in a local internet provider and learned Photoshop 4. I designed my first customer-facing web application for a client—a map-based monthly coupon service. I coded this in Microsoft Active Server Pages.

I earned a bachelor's in Management Information Systems. The Dean of the program would always talk about seeking the most "elegant solution" to any problem. That has inspired me.

Darrell Estabrook

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