

DARREN WEIK

Sr. Product Designer

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Creative problem solver with a passion for product design, and how it positively impacts human experiences.

Experience

Hulu

2021 - Present

Senior Product Designer

Collaborated on Video trailers for Roku and tvOS Living Room devices. Redesigned Living Room Search for updated vertical navigation. Reimagined current user flow of Living Room search process. Lead audits, research, mockups and prototyping for Web, Mobile and Living Room platforms.

Assurant

2020 - 2021

Senior UX Designer

UX lead redesigning identity protection service tool. Creation of all wires, mockups and prototypes within Assurant's Design System

Turner Sports Interactive

2016 - 2019

Senior Product Designer for PGA

I was promoted to a Senior Product Design role in early 2016, and one of my first projects was the successful redesign of the PGA Championship website and app experiences with a focus on scoring and live video. In 2018, when the PGA's Design Director stepped into a dual-role with another property, I took on a majority of management responsibilities including interacting with Product, Development, and Sales teams, leading weekly meetings, and making a majority of creative decisions. I also redesigned the scoring experience across all of our devices for iOS/Android, desktop and mobile. This resulted in a 29% increase in engagement compared to the 2017 tournament. And finally, a personal highlight was being nominated for an Emmy Award for designing the 100th PGA Championship experience.

2014 - 2016

Product Designer for PGA

As the Product Designer for the PGA, I successfully adapted the 2015 PGA Championship app for Android to Material Design, increasing engagement of the redesigned home screen by 56%. The following season, I redesigned the 2016 iOS and Android Ryder Cup experiences. Building the app from the ground up, I designed an intuitive way to follow the tournament by creating a hub for live video, scoring, and highlights upon first entry into the experience.

Turner Broadcasting

2013 - 2014

Designer for Upwave

At Upwave, I was the lead designer for Turner's health and wellness brand, ensuring the visual language remained consistent throughout the desktop and mobile experiences. I also designed an early prototype for Upwave's users to track calories, their quality of sleep, and general fitness levels.

Software

Figma

Sketch

Zeplin

Adobe Creative Suite

Skills

UI, UX

Prototyping

Design Systems

Presentations

Project Management

Empathy

Education

BFA in Painting

SCAD,

2001-2004

Awards

2019 Sports Emmy Nomination

Outstanding Trans-Media Sports Coverage

The 100th PGA Championship

2018 ProMaxBDA Silver Winner

PGA Championship iPhone App

Turner Sports

2017 ProMaxBDA Bronze Winner

Ryder Cup Android App

Turner Sports