

# Darren Mills

Design Strategist | UX Designer | Leader | Entrepreneur

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## EDUCATION

### Visual Communication Technology

VCT is an innovative program focused on creative & technical problem-solving. VCT majors use print, photography, video, and interactive multimedia as problem-solving tools for real world business scenarios. With solid preparation and study in each of these areas, the major is complemented by a core of business and design classes, which differentiate BGSUs program from most others of its kind.



**Bowling Green State University**



2007 - 2010

## EXPERIENCE

### Freelance

Since 2007, I have worked independently as a freelancer that specializes in both Branding and UX, as well as the occasional organizational management. Working with many clients, and often taking short contracts, freelancing has provided me with consistent work, income, and endless lessons in how to run a business. This freedom has allowed me to start multiple companies while traveling throughout the country. Previous to 2012, I offered my services under the name Digital Shift.



**Various, Self-Employed**



2007 - Present

### Co-Founder, CIO, Head of Design & UX

Citizen Sync works with local municipalities to develop a white-labeled, customized and branded mobile app. The app connects residents, visitors, local merchants, and the city administration on one mobile platform to engage citizens. As a founder and design lead my role has been to build and maintain our brand in all aspects. This includes the design and UX of our mobile app, website, marketing materials, investor presentations, sales documents and more. This position has been fast moving and required me to learn a long list of new skill sets that have proven priceless.



**Citizen Sync**



2013 - 2016

## EXPERIENCE (cont'd)

### Founder & VP of Branding

Campus Shift provides solutions to the runaway cost of education by developing a platform that connects businesses to our highly social, loyal network of college students. When I joined the team my first major task was create a new brand and streamline existing products under one look. I created all of our marketing pieces, presentations, banners, reports and more. Another piece of my role was finding software solutions, like Bootstrap, that would help the team leverage their strengths.

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**Campus Shift**



2011 - 2013

### Creative Director

Originally hired as an intern, I quickly found myself at the center of the Quasimoto design and brand. Piece by piece, I filled the shoes of a vacant Creative Director position and took the lead on a complete website redesign, all print projects, and the Quasimoto brand maintenance.

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**Quasimoto Interactive**



2007 - 2008

### Student Partner

As the Microsoft representative to the campus at Bowling Green State University, I coordinated the marketing plans taking place on campus for past Microsoft product launches such as Office Live Workspaces and Zune Social!

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**Microsoft**



2007 - 2008

## AWARDS & HONORS

### 2015 Seattle 'Hack the Commute' Finalist

The City of Seattle and Commute Seattle hold an annual hackathon that invites data analysts, developers, designers, and other innovators to design user-centric tools to improve the commute. Our product, Work Orbit, helps new residents of Seattle find the right neighborhood with an experience that encourages informed commute choices driven by data.

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**City of Seattle**



March 2015

### NEXTOhio Startup Competition Grant

Citizen Sync is awarded first place and \$3,000 in the NEXTOhio Startup Competition. NEXTOhio is an Internet Startup Conference held in Akron, Ohio for entrepreneurs, business owners, investors and VCs. It features a series of rapid fire talks and pitches followed by audience voting.

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**NEXTOhio**



April 2015

## AWARDS & HONORS (cont'd)

### Ohio Innovation Award

Campus Shift receives type "A" award of \$25,000 from The Innovation Fund. The Innovation Fund, founded by the Lorain County Community College Foundation, is a regional fund focused on supporting technology-based entrepreneurial endeavors and emerging technology-based businesses.

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Ohio Third Frontier



Feb 2012

### YBI 'Inspire' Award

Campus Shift receives \$15,000 Inspire Award from the Youngstown Business Incubator. The YBI helps accelerate emerging businesses by providing an array of invaluable services. Facilities, equipment, resource networks, entrepreneurial counseling, networking opportunities - all critical elements to successful business development.

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Youngstown Business Incubator



May 2012

## VOLUNTEER

### Branding & Web App UX Lead

Formerly known as Datt, Yours is a community where content can be rewarded, even with tiny amounts of money. Yours leverages the latest technology Bitcoin technology that allows for two-way off-chain payment channels. I helped by taking lead on the UI/UX and brand identity, in addition to providing graphic design for marketing.

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Yours Network



2016

### Project Management & Development

A group of passionate Arma 3 players & developers have gathered to form a community pursuing it's own custom modification of the popular Bohemia Interactive game. I helped manage developers, designers and our community volunteers along a crowd-sourced set of feature requests.

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Indie Game Dev



2015

### Guest Speaking

The City of Oberlin invited the Citizen Sync team to The Bridge to speak about mobile app technology to a group of Middle & Highschool students. Students learned the basic technology behind mobile apps and had the opportunity to make their own updates to the City of Oberlin's mobile app using Citizen Sync's CMS & platform.



Oberlin Tech Bridge



July 2014

## VOLUNTEER (cont'd)

### Guest Speaking

While growing our startup, myself and fellow partners have traveled to numerous universities to speak to entrepreneurship majors and organizations. Having pursued entrepreneurial paths right out of college we are able to tell our own stories in a way that connects with college students on a practical level that reveals how entrepreneurship can be a viable option. Our speaking engagements included the University of Wisconsin, the University at Buffalo, the University of Virginia, Akron University and more.



Various Universities



2013-2014

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