

EXPERIENCE

Bluehost

SENIOR MANAGER PRODUCT DESIGN March 2020 - Present

- Leading a team of 15 Designers, Researchers, and Writers
- Working directly with senior Engineering and Product leadership to define product strategy, resource allocation, and budgeting
- Leading organization in creating user-focused solutions
- Training organization in human-centered product design and lean UX methodologies
- Promotion and facilitation of design thinking and user research

MANAGER PRODUCT DESIGN January 2019 - March 2020

- Managing a team of product designers
- Promotion and facilitation of design thinking and user research
- Training organization in human-centered product design and lean UX methodologies
- Leading foundational research and the creation of UX Personas
- Leading team in creating and pitching a user-focused solution vision to senior management
- Hands-on creation of UX deliverables (user-flows, wireframes, prototypes, mocks etc.)

Asurion

MANAGER PRODUCT DESIGN & RESEARCH August 2017 - January 2019

- Managing a team of UX designers, prototypers, and UX researchers
- Promotion and facilitation of design thinking, design sprints, and user research
- Training UX designers and product managers in design thinking
- Supporting 20+ designers with planning and executing user research and usability testing
- Leading the team in creating Asurion's first design system
- Hands-on creation of UX deliverables (task-flows, wireframes, prototypes, annotated mocks etc.)
- Applying knowledge of usability, human-centered design to create innovative user experiences

UX RESEARCH LEAD February 2014 - August 2017

- Leading user research at Asurion
- Collaborating on product design projects across the business
- Proactive development of UX deliverables (user-flows, wireframes, prototypes, annotated mocks etc.)
- Applying knowledge of usability, and human-centered design to create innovative user experiences
- Leveraging data from multiple sources (i.e. product requirements, technical constraints, user research, web analytics) to inform user scenarios, navigation systems, design patterns, etc.
- Creating, maintaining and sharing project documentation (Design Standards/ Interaction Patterns) alongside project execution

Eli Kirk

LEAD, UX & UX RESEARCH August 2017 - January 2019

- Providing in-depth user experience research and design for select clients
- Applying knowledge of usability and a user-centered design processes to create innovative user experiences
- Guiding clients through a process to define business requirements
- Working with clients to gather and analyze user requirements, create personas, mental models, and task flows
- Collaborating with design and development to produce industry leading web experiences
- Assisting the creative director with providing UX and design oversight
- Hands on UI, web and print design

Workfront

MANAGER, USER EXPERIENCE April 2012 - August 2012

- Gathering and analyzing user requirements, creating personas, mental models and task flows
- Working with VP of Product and Marketing to define website marketing strategy
- Managing designers and developers to produce an industry leading website experiences
- Assisting the creative director with branding oversight
- Hands on UX, web and print design

Curiosity

Shed preconception, ask open questions, listen intently. Be deliberate about revealing the clues that bring the whole picture into focus.

PROVEN SKILLS

- Management
- Leadership
- Strategy
- Facilitation
- Research
- Usability
- Prototyping
- Visual Design
- Interaction Design
- Discovery

VALUES

- Curiosity
- Humanity
- Unity
- Storytelling
- Focus

INTERESTS

- Friends & Family
- Mountain Biking
- Outdoor Adventure
- Boardgames & Beer
- Snowboarding

EDUCATION

- BFA Graphic Design • Brigham Young University • 1999

EDUCATION AND TRAINING

- Front UX/PM Conference • 2015, 2016, 2017, 2018, 2019
- Gravity Free Design Conference • 2011
- Nielsen Norman Usability Week • 2008 and 2010
- How Design Conference • 2007, 2010
- Marketing Sherpa conference • 2009
- Contextual Inquiry Training • 2006
- Forester Research Boot Camp • 2005

SPEAKING & WORKSHOPS

- Intro to Usability • University of Utah • Product management program 2020
- Hacking your design process with a Design Sprint • Utah Product Design Association 2016
- UX 101: Usability Testing • Front UX/PM Conference 2015
- UX 101: Usability Testing • Utah Design Week 2013

Let's tell great stories

Good storytelling helps us connect with and make sense of new things, it makes us think and feel, and learn and grow. Great designers and leaders are master storytellers.

EXPERIENCE CONTINUED

Alliance Health

INTERACTION DESIGN November 2011 - April 2012

- Influencing product roadmap through ongoing product discovery work
- Applying knowledge of usability, human factors, and UX processes to create innovative user experiences
- Lead the gathering of data from multiple sources (i.e. product requirements, technical constraints, user research, web analytics) and synthesized it to create user flows, navigation systems, design patterns, etc.
- Creating, maintaining and sharing project documentation (Design Standards/ Interaction Patterns) alongside project execution
- Hands on development of UX and UI deliverables (task flows, wireframes, prototypes, annotated mocks etc.)

Axis41 / Novell

MANAGER / CREATIVE DIRECTOR January 2003 - July 2011

- Managed a team of Graphic Designers and User Experience Designers
- Promoted a culture of creativity and innovation that inspired industry-leading design and user experience work
- Established a reputation for strategic big-picture thinking balanced with quality and timely day to day execution
- Introduced, taught and implemented user experience design best practice and processes
- Aggressively pushed the mark on each project in an effort to align business objectives and the end user needs
- Improved cross-team interactions by defining roles and process, managing expectations and facilitating communication

Candesa

ART DIRECTOR May 1999 - December 2002

- Used natural problem solving skills that lead to insightful contribution with information design and architecture
- Managed design projects start to finish from creative briefs to art directing production and programming to final delivery
- Performed as design lead on an elite sub-team that managed it's own client interactions
- Produced award winning design

Focus Design

DESIGNER / CO-FOUNDER January 1996 -May 1999

- Partnered with a fellow student to found and manage a small design studio
- Managed everything from client pitches, bids, billing, and budgets to project management, design, and production
- Excelled at cutting-edge interactive multimedia design including: web, cd/dvd and event presentations
- Expanded company and client base through strategic partnerships and a reputation for adaptability and thoughtful design

