PHIL CARTER
PRINCIPAL UX DESIGNER

WORK EXPERIENCE

Principal UX Designer · Optum
February 2022 - March 2023

Team lead for eight UX Designers and UX Researchers within Optum's UX Design Studio (UXDS). Responsible for supporting Cirrus, the United Strategic Platform (USP) automated claims processing system. I ensured alignment between business stakeholders, development partners, and design leadership as we worked to increase efficiencies for the internally developed application. I endeavored to set team members up for success, provide autonomy in how they complete projects, allow them to be recognized for their contributions, remove blockers and provide actionable insights to improve their work.

Product Designer · Cardinal Health
November 2018 - February 2022

Embedded with the OutcomesMTM Client-Services development team, I served as the champion for user-centric design principles. With the support of Product Management I ensured that all future features and enhancements solved user pain-points and achieved business goals. In addition I supported multiple projects and teams within Cardinal Health at different stages of the product design lifecycle including strategy, discovery, analysis, design and production.

Senior UX Designer · The Ohio State University
February 2018 - November 2018

Supporting the University Marketing team my responsibilities included leading the ideation, creation and alignment of digital experiences for the university's marketing endeavors. I provided best practice recommendations across various stakeholder groups including full-stack developers, visual designers, project managers, strategists and writers. I ensured business needs and product requirements aligned while creating user-focused and intuitive products, interfaces and responsive designs for mobile and web platforms.

Design Manager · McGraw-Hill Education
September 2016 - February 2018

Managed team of designers who conceptualized and created digital interactive content for K-12 educational products. Partnered with the Director of Interactive Solutions in the formation and organization of the Interactive Solutions and Development department for the New Technologies group. I hired and onboarded designers, managed team workload assignments, forecast budgets, defined roles and responsibilities for cross-functional product teams and expanded their scope of work for product development. I also mentored designers on fundamental UX principles, device interface specifications and accessibility guidelines.

Senior UX Designer · McGraw-Hill Education
March 2014 - September 2016

Assigned to the New Technologies School UX team to create the next generation of digital education products. Developed and refined wireframes, interactive mockups and functional HTML prototypes for user testing. I also participated in heuristic evaluations, ethnographic observations, user testing and gap analysis for product enhancements.

Product Designer · Smart Service
July 2011 - March 2014

Designer for iOS and Desktop scheduling business applications. Built wireframes, prototypes, user flows, and visual treatments prior to release and new feature development. Worked closely with stakeholders through product research, interaction design, focus groups and usability testing.

Web Designer · Smart Service
March 2010 - July 2011

Graphic Designer · Hot Wraps
March 2009 - Feb 2010

CONTACT INFORMATION

Web: handsomephil.com
Email: phil@handsomephil.com
Phone: 513-470-7495

EDUCATION

Columbus College of Art & Design
Bachelor of Fine Arts - Time Based Media Studies

CERTIFICATION

Nielsen Norman Group
UX Certification - License: 1015799

SKILLS

UX Design
Team Leadership
Coaching / Mentorship
Stakeholder Management
Research Methodologies
Usability Testing
Application Design
Prototyping
Visual Design

Sketch
Figma
Axure RP
Adobe Creative Cloud

HTML
CSS
Sass

AWARDS

Columbus Zoo - Technology Safari
Website Design Winner (2019)

Rev1 Ventures - Innovation Awards
Outstanding Startup Finalish (2012)