

UX Manager UX Manager UX Manager - New Dawn Technologies Logan, UT Work Experience UX Manager New Dawn Technologies 2010 to Present Duties Oversee a team of four UX professionals Use guerilla research methods to conduct effective and meaningful user studies with virtually no budget Utilize Lean UX methodology to rapidly validate and optimize designs Create high-fidelity working prototypes for testing and internal review using HTML, CSS, Flash, WPF, and Silverlight Conduct data-driven analysis of prototypes and existing products Gather information and insights from all departments during the research and design process Advocate for and create compelling user experiences Collect feedback from customers through surveys, card sorting, in-person and remote usability tests, and analytics tools Assist in prioritization of product backlog Develop and maintain personas, use cases, and user process diagrams Involved in every stage of development process, from concept to creation Advocate for users and user/community-centered design practices Achievements Created UX department from scratch Integrated UX Designers and Researchers into Development scrum teams and agile development process Implemented shared, open workspace for rapid collaboration between teams and departments Oversaw design and development of company's first mobile products (HTML5- and jQuery-based) Implemented new support website that is projected to reduce support costs by at least 15% Incorporated analytics tools into Marketing and Development that dispelled long-held misconceptions about our user base and fuelled data-driven decision-making Drastically improved the usability of the corporate website by assisting Marketing with usability testing and new designs Co-owner ManaTee Shirts 2010 to Present Primary designer Redesigned company's ecommerce website Drastically improved Internet sales by improving website usability Utilized Lean Startup methodologies to rapidly test marketability of new product ideas Documentation and Communications Manager New Dawn Technologies 2008 to 2010 Designed and developed a document management application that served as a blueprint for future enhancements to the company's products Researched, prototyped, and proposed the creation of a new case management product Conducted the company's first usability tests Implemented corporate micro-blogging site (Yammer) that facilitated alignment across departments Completely redesigned the help system of the company's flagship

product Produced marketing white papers and slicks Front- end Web Developer/Co-owner
MySimplePages 2004 to 2007 Performed wire-framing and website creation using Fireworks and
Dreamweaver Created rapid prototypes using Fireworks and Flash Developed custom training
systems for website administrators Education B.A. in English Utah State University 2007 Links
<http://www.uxguerillas.com/keith/resume.html>

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