David Snow
User Experience Design

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SKILLS AND STRENGTHS

Leadership: Drives, evangelizes, and proves the value of design best practices throughout the organization. Builds strong collaboration between teams. Professionally trained facilitator and public speaker. Proactive, easy-going, and a good listener. Loves to meteach.

Experience Design: Skilled at immersing myself in a customer's perspective to discover unmet needs and design optimal task flows. Experienced with rapid, iterative prototyping at all levels of fidelity, and validating design through research.

Interaction Design: Has a knack for boiling complex problems down to simple, sensible user flows. Fluent in best practices for mobile, responsive web, and desktop platforms. Thorough training in usability, human factors, and accessibility.

Visual Design: Creates clean, simple, restful layouts that guide the eye to the right place. Excels at infographics, icons, and playful Illustrations. Can seamlessly mimic an existing style guide.

Research: Experience in design research from customer-driven innovation to usability of mature software. Methods used include remote testing, qualitative / quantitative / A/B testing, and eye tracking. Customer-driven research includes lab studies, ethnographic observation, interviews, co-design sessions, photo diaries, and surveys.

PROFESSIONAL EXPERIENCE

Tradera
Lead Designer, Selling Experience   January 2014 – July 2015

Selling platform: complete redesign:
- Designed a new visual and interaction system resulting in higher usability and customer satisfaction. Our cohort analysis - a measure predicting how likely a customer is to return to sell another item next month - went from -15% (driving customers away) to +51%.
- Introduced the strategy of breaking the selling process into three steps. This gave us the capability to automate complex tasks, in one case reducing customer contacts by 80%.
- Reduced code complexity with the three-step interaction. This eliminated a huge swath of error checking code, messaging, and UI, cutting weeks off of initial development estimates.
- Drove an overall lighter, leaner aesthetic and interaction style. This allowed us to cut ~80% of the Javascript, shed external libraries, and eliminate complex animations. The site loads and renders more quickly, is faster to navigate, and earns higher net promoter scores.

Selling platform: listing templates:
- Designed a templates feature that allows sellers to rapidly save, edit and repurpose existing ads, saving sellers approx. 2 minutes per listing. Template were rapidly adopted by our most prolific sellers, and are now used to create 43% of all ads on Tradera.

Innovation: customer driven research:
- Designed, produced and facilitated research for the new Buyer Protection feature. We used qualitative research to determine feature coverage and messaging, which resulted in high net promoter, rapid buyer/seller adoption, and reduced customer service impact.

Innovation: best practices:
- Driving better design collaboration across teams. I'm accomplishing this by setting up regular design meetings, involving other stakeholders for critique at all stages of design, and modeling a culture of communication, honest critique, and collaboration.

ServiceNow

UX Architect   January 2012 – May 2013

- Led design for the next generation ServiceNow user experience across mobile, tablet, and desktop web platforms. The design transforms ServiceNow into a social, collaborative, near real-time platform, utilizing a single code base with responsive layout.
- Wrote application guidelines for internal developers and customers that standardize general behaviors, best practices, and specify how to code with the ServiceNow platform.
- Providing interaction and visual design for the ServiceNow cloud SaaS application platform used by over 1,500 customers, each having up to 5,000 concurrent users. This task required a combination of design strategy, consultation, and customer support.

eBay

Senior Visual Designer   April 2011 – January 2012

Horizontal Business Units & Search:

- Lead design on a global grid system used as the lowest level design pattern across all eBay properties. The grid allows for fully responsive design, minimizes re-work on existing widgets, harmonizes with IAB standard banner sizes, and carves out areas for new features and A/B testing possibilities.
- Lead design on a refresh of our eBay Entertainment section. The scope included a new information design that enables a much more successful browse experience, and a new layout that incorporates dyamic merchandising and promotional opportunities. I provided all information, interaction, and visual design.
- Lead design for the eBay partnership with LucasFilm for the Star Wars Blu-Ray launch. This included site-wide promotional branding for seven countries, interaction design for multimedia content, and advertising throughout eBay properties.
- Designed an eBay search interface for a context-specific gold and precious metals finder that increased revenue in that division by 150% of our stated goals. Customer engagement duration, search accuracy, and success rate all improved.

Intuit

Senior Visual Designer, Innovation Catalyst   January 2004 – March 2011

Innovation Catalyst:

- Member of a pilot program to bring a new culture of design innovation to Intuit.
- Facilitates IDEO-style innovation sessions – and mentors others in those techniques – throughout the company, resulting in a fundamental change in how teams drive projects and solve problems.

SnapTax iPhone 2009: Visual design lead for Intuit's first mobile tax preparation software offering.

- Created visuals and contributed to interaction for an app that spent 10 weeks as the #1 financial app and 'Hot Pick' in the iTunes Store.
- Drove new mobile interaction and branding guidelines across Intuit.

TurboTax Windows 2009: Interaction and visual design lead for our Windows application.

- Refreshed the look and feel and behavior of global navigation, resulting in 250% revenue for key upsells and usage of existing features, increased net promoter scores, and decreased support contacts.
- Translated features first debuted on Mac and online platforms to Windows 7.

LaunchPad 2008: Visual design lead to a re-envisioned tax experience.

- Visual and interaction design of a beta online tax prep experience that scored higher net promoter and revenue than our flagship TurboTax in A/B testing.

TurboTax 2006-2008: Visual, interaction, and information design on many projects.

- Lead visual and interaction design on initiatives that fundamentally restructured the tax prep experience, resulting in increased net promoter (now the highest of any tax prep software), lower call volume and support costs, and quicker times to complete.
- Drove the iconography that now permeates all of our tax products.
- Core driver and contributor of TurboTax global interaction and visual design guidelines.

SnapTax Web 2004-5: Visual and interaction design lead for an emotionally fulfilling online tax preparation experience targeted at paper-and-pencil filers.

- Member of the cross-functional team that used IDEO style innovation process to bring a new product from initial concept to launch – Scott Cook, founder of Intuit, calls it 'the best V1 he's ever seen.'
- SnapTax Web was the first Intuit offering to use these innovation practices, and has been the model for all other ones like it since.
- Designed and produced the visuals, layout, iconography, navigation, and production assets.
- For our V2 launch, drove the design of a visual XML/XSLT editor, then trained junior design staff to use it; that let us scale to 4x as many states as originally estimated.

Structural GenomiX (now SGX Pharma)
User Interface & Design Manager
February 2001 – June 2002

- Created and produced all external-facing brand materials. Managed outside vendor relationships. Directed the creation of the corporate web site.
- Designed an interface for laboratory information management systems (LIMS) and corporate intranet for a combination of scientific, executive and administrative users.
- Provided programmer support with XHTML templates, PHP and CSS libraries.

PINT Inc.
Graphic Designer
September 1999 – February 2001

- Creative services for a web development firm.
- Web site design for clients including SAP, Qualcomm, UCSD, Sanyo, Jabra, and Viewsonic.
- Duties included user interface and navigation; page layout; site architecture; brand implementation; and implementing templates with HTML, CSS, JavaScript and graphics.

Chase Manhattan Mortgage Corporation
Retail Marketing Design & Production Manager
April 1995 – June 1996

- Design and production for business-to-business and business-to-consumer needs.
- Created advertising, direct marketing, point-of-purchase and trade show collateral.
- Duties encompassed graphic design, illustration, pre-press production, and press checks.

FREELANCE EXPERIENCE

USAopoly
Graphic Designer
November 2002 – May 2003

- Developed board games, puzzles, bookmarks, and packaging from initial concept to pre-press ready digital files in an end-to-end ColorSync managed workflow.
- Designed products for the NFL, MLB, Air Force and Elvis Presley Enterprises.

The San Diego Union-Tribune
Advertising & Promotion Design
March 1997 – October 1999

- Projects included advertising, media promotion, promotional materials for the San Diego Chargers, San Diego Padres, SDSU Aztecs, and a wide variety of other clients.

No Fear
Illustration & Creative
May 1992 – July 1993

- Created 73 screen-printed T-shirt designs for internationally distributed sportswear line.
- Designs involved concepts, writing slogans, pen-and-ink illustrations and color spec.

EDUCATION

University of California San Diego (UCSD) Extension

2001   Web Publishing (I-III) and JavaScript (I)

Workshops & training courses

2006   Illinois Institute of Design: Innovation practices training
2007   Web Design World, Designing for the Semantic Web
2009   Designing with Flex, Intuit
2010   Innovation Catalyst Training, Intuit
2010   Innovation Catalyst: Advanced Facilitation Training, Intuit
2012   HTML5 Dev Conf

TECHNICAL TRAINING

Design & Development Methodologies
IDEO / Stanford School of Design, several flavors of Lean/Agile, Kanban, SCRUM.

Languages
Fluent in HTML5 & CSS; experienced with Foundation and Bootstrap responsive layout libraries, and web fonts; familiar enough with JavaScript, PHP that I can tweak other's code; can set up light-duty libraries like JQuery, Scriptaculous, Lightview, etc.

Operating Systems
MacOS, iOS, Windows, and a smidge of Android.

Software
Adobe CS Suite (Photoshop, Illustrator, InDesign); Sketch; Balsamiq Markups; Marvel; Keynote; Coda; basic Office.; constantly experimenting with new tools.

TEACHING AND LECTURES

CTM, Toastmasters International, 1997, San Diego, CA
Completed Competent Toastmaster (CT) certification with BIA Toastmasters.

UCSD Extension, 2001, San Diego, CA
Proctored Web Publishing I, II & III, for Thomas Powell (author of *HTML: The Complete Reference* and *Web Design: The Complete Reference* for Osborne books).

Intuit Investor Day 2006, Palo Alto, CA
'User Assistance in SnapTax' at the 2006 Investor Day conference in Palo Alto.

SandCHI — UPA 2006, San Diego, CA
'SnapTax' pesentation and Q&A session at the August meeting.

Torrey Pines High School 2006, San Diego, CA
Lectured to 'HTML Publishing' and 'Imaging for Today and Tomorrow' on the fundamentals of user interface design and web publishing.

Brooks University 2007, Los Angeles, CA
Lectured first-year and graduating students on user interface design, my experiences as a professional, and tips for entering the workforce.

Intuit Investor Day 2006, Palo Alto, CA
'User Assistance in SnapTax' at the 2006 Investor Day conference in Palo Alto.

Intuit XD Forum 2007, San Diego, CA
'From Drudgery to Delight' at the 2007 Intuit Experience Design forum.

PATENTS

Primary inventor on six pending patent applications

57956:	A method and system for managing charitable donations
104997:	User behavior pattern predictor system (UBPPS)
105110:	EmotionFlow – method for determining a user's current emotional state based on how they interact with software
105060:	Tax-form specific OCR document handling
341441:	Method and system for creating a location- and time-based reputation system for in-person financial transactions