David Snow

U S E R   E X P E R I E N C E   S T R A T E G Y

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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 mentor.

Experience Design: Skilled at immersing a team in a customer's perspective to discover unmet needs. 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.

Information Design: Restructures content at every level of complexity into clean, simple, restful layouts that maximise legibility, ease of use, and clarity of understanding. Fluent at adapting content to various interaction strategies, customer segments, and device platforms.

Research: Thorough experience deploying design research from customer-driven innovation to usability of mature software. Methods frequently used include ethnographic observation, codesign sessions, remote testing, qual/quant multi-variant testing, and eye tracking.

PROFESSIONAL EXPERIENCE

Schibsted

Head of User Experience, Publishing Platforms   May 2016 – Present

- Managed a UX team co-located in Stockholm and Oslo, using asynchronous online tools, video conferencing, and occasional face-to-face meetings. Our approach is agile, iterative, research-guided, hypothesis-driven, and _____ continuous customer feedback.
- Created a set of UX Design Principles to codify our culture, strategy, and best practices. The process and format we used is being adopted by other teams.
- Drafted Interaction Pattern and Visual Design Libraries for the Creation Suite, the content development platform our media agencies use to produce the news.
- Recruited three Senior UX staff in a highly competitive labor market.
- Headed the adoption of Frontify as a centralized UX documentation platform, unifying the UX work of 8 business units and 22 projects under a single enterprise presence.

Tradera

Lead Designer, Selling Experience   January 2014 – July 2015

Selling platform: complete redesign:
- Designed a new selling experience that reversed customer defection. Our analysis for the likelihood of returning users went from -15% (we were driving customers away) to +51%.
- The simple, clean design slashed the user interface code base by ~80%, cut weeks off of development time estimates, and reduced support calls by up to 75% on some tasks.

Selling platform: listing templates:
- Designed templates allowing sellers to rapidly repurpose existing ads, saving them several minutes per listing. Those templates now generate over 60% of all ads on Tradera.

Innovation: best practices:
- Drove collaboration with regular design meetings, inviting stakeholder critique at all stages, and modeling a culture of communication, honesty, and collaboration.

ServiceNow

UX Architect   January 2012 – May 2013
- Designed a prototype for a next-generation ServiceNow SaaS application platform used by over 1,500 customers, each having up to 5,000 concurrent users across multiple platforms. The design was social, collaborative, and responsive..

eBay

Senior Visual Designer   April 2011 – January 2012

Horizontal Business Units & Search:
- Lead design on a global responsive web design grid system. It minimizes re-work on existing widgets, harmonizes with IAB banner sizes, and carves out areas for new features and A/B testing possibilities.
- 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.

Intuit

Senior Visual Designer, Innovation Catalyst   January 2004 – March 2011

Innovation Catalyst 2010-2011:
- Member of a program to bring design thinking and innovative problem solving to Intuit. Our work with the software build system team to solve unacceptably slow performance resulted in tax developers regaining an average of one hour of productivty per working day.

SnapTax iPhone 2009: Visual design lead for Intuit's first mobile tax preparation app
- Created visuals and contributed to interaction for an app with a 4.5 star rating that spent 10 weeks as the #1 financial app and 'Hot Pick' in the iTunes Store.

TurboTax 2006-2008:
- Redesigned the Windows global navigation, resulting in +250% revenue for upsells and better usage of existing features, increased net promoter, and decreased support contacts.
- Lead interaction designer to restructure our tax preparation software UX around a customer's life events, resulting in the highest net promoter scores of any tax preparation software. It also reduced our support call volume enough to be reflected on the budget, and reduced the time customers spent preparing their taxes by up to one hour each.

SnapTax Web 2005: Visual and interaction design lead for an emotionally fulfilling online tax preparation experience targeted at paper-and-pencil filers
- Assisted in development of a custom XML/XSLT editor, then managed a staff of 10 content producers to create code and content. This let us scale 4x faster than originally estimated.

EARLY CAREER

The San Diego Union-Tribune
- Visual and information design for advertising, special features, and sports events.

Chase Manhattan Mortage Corporation
- Print marketing, branding, and advertising design for the mortgage banking division.

EDUCATION

University of California San Diego Extension

Web Publishing & JavaScript vocational training.

TECHNICAL TRAINING

Innovation Catalyst at Intuit

Trained to coach teams in design thinking, problem solving, and innovation practices.

Design & Development Methodologies

IDEO / Stanford School of Design, Lean/Agile, Kanban, SCRUM, etcetera.

Languages & Technologies

HTML5, CSS; Responsive web design, web fonts, JavaScript, JQuery, and other web tech.

Operating Systems

Builds interface guideline-savvy applications for MacOS, iOS, Windows, and Android.

Software Applications

Sketch, Adobe CS, Frontify, Github, Balsamiq, InVision, Coda, Google Docs, and more.

COMMUNITY INVOLVEMENT

Schibsted Media - Schibsted Talks

'An Intro to UX Design' – I teamed up with Pernilla Danielsson, a Shibsted researcher, to give a general talk about modern UX practices and the power of customer research.

Schibsted Bytes Blog

'Using concept sketches to foster communication' – A blog post about my experiences using the earliest iterative phase of product design as a trust and team-building exercise.

KTH Royal Institute of Technology in Stockholm, 2016, Sweden

Lectured first-year and graduating students on user interface design, my experiences as a professional, and tips for entering the workforce.

MeetUp: Designers i Stockholm, Lean UX Open, and more

I participate in several Stockholm MeetUp groups, especially ones featuring UX 'lightning talks', and others presenting opportunities to mentor new designers.

Toastmasters International, San Diego, CA

Completed the Competent Toastmaster (CTM) public speaking certification.

PATENTS

Primary inventor on the following pending patent applications:

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