

# David Snow

## USER EXPERIENCE STRATEGY

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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, co-design sessions, remote testing, qual/quant multi-variant testing, and eye tracking.

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### PROFESSIONAL EXPERIENCE

#### Schibsted

Head of User Experience, Publishing Platforms

May 2016 – Present

#### About the Creation Suite UX Team:

- This team designs the user experience of the digital publishing platform used by journalists to create the news for Schibsted media properties across Sweden and Norway.
- The platform provides tools for creating and managing news assets, including licensed content, photography, video, meta data, analytics, social media, and algorithmic layout.
- The UX team is co-located in Stockholm and Oslo, and collaborates using a combination of asynchronous online tools, video conferencing, and periodic face-to-face meetings.
- Our team is agile, customer-focused, research-guided, and hypothesis-driven. We're equal partners with Product and Tech teams in the Schibsted organization, and involve customers at all stages of product development.

#### Successes:

- Facilitated the creation and adoption of unified UX Design Principles used in our daily work. The process and format we developed is being adopted by other teams.
- The team documented every interaction across the platform into a unified Pattern Library, then created a new Visual Design look and feel. Those two frameworks are now driving the user experience of the platform's React-driven component library.
- Hired two Senior Designers and one Senior Researcher in a competitive labor market.
- Drove adoption of Frontify as a company-wide, centralized UX documentation platform, unifying 8 business units and 22 projects under a single enterprise license.

## **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%.
- Redesigned the selling process to allow automation of three complex tasks, reducing customer contacts on our most problematic area by over 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 development estimates.
- Drove a leaner aesthetic and interaction style. We cut ~80% of the scripting and code, resulting in a faster, easier experience with 10% higher net promoter scores.

### **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: 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 accomplished this by setting up regular design meetings, involving other stakeholder critique at all stages, and modeling a culture of communication, honesty, and collaboration.

## **ServiceNow**

UX Architect

January 2012 – May 2013

- Led design for the next generation ServiceNow cloud SaaS application platform used by over 1,500 customers, each having up to 5,000 concurrent users 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.
- Designed application guidelines for developers that standardized behaviors and best practices, reducing support time and backlog by over 50%. This was built in close consultation with an inner circle of our most active customers.

## **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 on redesign of eBay Entertainment. The new design enables faster and more successful browsing, incorporates dynamic merchandising and promotional opportunities.
- 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.
- 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 2010-2011:**

- Member of a program to bring a new culture of design innovation and problem solving to Intuit. In this role, I facilitated and mentored teams throughout the company, resulting in a cultural change in how teams work.

### **SnapTax iPhone 2009: Visual design lead for Intuit's first mobile tax preparation app**

- 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.

### **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.

### **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.
- Core contributor on 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 was the first Intuit offering to use these practices.
- Designed and produced the visuals, layout, iconography, navigation, and image assets.
- 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.

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## **EARLY CAREER**

### **Structural GenomiX**

- Created interfaces for scientists to interact with the data generated at all stages of a high-throughput X-ray crystallography drug discovery process - including robotics interfaces.

### **The San Diego Union-Tribune**

- Advertising and media for the San Diego Chargers, San Diego Padres, and more.

### **Chase Manhattan Mortgage Corporation**

- Print marketing, branding, and advertising design for the mortgage banking division.

### **No Fear Sports Gear**

- Illustrations for screen printing and embroidery for an international sportswear line.

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## **EDUCATION**

### **University of California San Diego**

Took Web Publishing and JavaScript courses. Eventually was hired by the instructor and ended up proctoring the Web Publishing classes as well.

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## TECHNICAL TRAINING

### **Innovation Catalyst at Intuit**

Trained to bring design thinking problem solving, and teaching user-centered design methodology to teams of various domains.

### **Design & Development Methodologies**

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

### **Languages & Technologies**

Fluent in HTML5 & CSS; Strong experience with Foundation, Bootstrap, and web fonts; and familiar enough with JavaScript, JQuery, and other web tech so I can design for them.

### **Operating Systems**

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

### **Software Applications**

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

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## COMMUNITY INVOLVEMENT

### **Schibsted Media - Schibsted Talks**

'An Introduction to UX Design' – I teamed up with Pernilla Danielsson of Schibsted Research to explain modern UX practices and hypothesis-driven design to the wider organization.

### **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. Also served as Treasurer of the club sponsored by the Builders Industry Association.

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## PATENTS

Primary inventor on the following pending patent applications:

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