

Leon Barnard

Senior Content and User Experience Specialist

Content Leader with 10 years of experience in Documentation, Education, and Strategy. User Experience Designer for 8 years, with a master's degree in Human-Computer Interaction.

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EXPERIENCE

Balsamiq

Remote | Nov 2012 - Mar 2024

Balsamiq is a small, fully-remote SaaS company that sells a popular wireframing tool to businesses and individuals. I progressed through 3 separate roles while working there.

Marketing Manager

Jan 2022 – Mar 2024

- Managed a team of 6 and hired a Head of Marketing to redefine our Marketing strategy.
- Improved communication and efficiency by coaching and directing team members through regular check-ins, monthly 1-1s and quarterly reviews.
- Strengthened organic demand generation by improving pillar content for SEO, leading to the #1 page rank for primary keywords and queries and significantly higher rankings for others.
- Co-authored and served as lead editor for the book *Wireframing for Everyone*, published by A Book Apart, which was Amazon's #1 new release in both User Experience and Web Design categories.
- Broadened Marketing reach by leveraging book publication to acquire interviews with leading podcasts, such as *Nielsen Norman Group*, *Product Thinking with Melissa Perri*, and *Startups for the Rest of Us*.

Content Marketing Team Lead

Sep 2017 – Jan 2022

- Shaped the creation, design, and strategy of a branded Content Marketing site as a home for existing and future educational content.
- Increased brand authority and breadth of content by recruiting and coordinating with industry experts to develop new articles, videos, and courses.
- Helped maintain revenue and raise brand awareness during a year without product updates by ensuring frequent and engaging content across multiple channels.
- Attracted new customers by planning, researching, and developing targeted articles, newsletters, talks and webinars.
- Boosted brand recognition by creating a Udemy course on wireframing, which has had over 48,000 enrolled students.

SKILLS

Content and Docs

- Markdown, HTML, CSS
- SEO
- User Research
- Wireframing
- Information Architecture
- Content Marketing
- Content Management
- Git / GitHub
- Static Sites
- Video tutorials and Webinars
- Public speaking
- Copy editing
- Style Guides and Design Systems
- Accessibility

Personal

- Strategic thinker
- Consensus builder
- Empathetic
- Thoughtful
- Coach / Mentor
- Critical thinker
- Adaptable
- Fast learner
- Analytical thinker

- Hired and mentored 2 employees, and was promoted to manage the full Marketing group.

Documentation Team Lead

Nov 2012 – Sep 2017

- Spearheaded the transition from an outdated help system CMS to a custom static site using Markdown and Git.
- Set a new standard by establishing more efficient processes to update documentation ahead of product releases, whereas docs had traditionally been multiple versions behind.
- Reduced Support load by creating task-based guides and tutorials derived from Support cases and my subject matter expertise.
- Pioneered ways of reusing content across product docs and improving site usability by customizing Hugo templates.

User Experience Designer

Jul 2012 – Nov 2012

Toyota InfoTechnology Center | Mountain View, CA

A research division of Toyota Motor Corporation, its mission is to investigate ways that new technologies can be used to enhance the experience of their vehicles.

- Directed the design of an innovative mobile driving app that used live traffic data to provide accurate arrival times and suggest better routes, pre-dating other tools that do that today.
- Educated leadership on user-centered design methodologies, leading to the first project to begin with a formal discovery phase.

Senior User Experience Designer

Dec 2011 – Jul 2012

OptimisCorp | Los Angeles, CA

OptimisCorp owns and operates physical therapy clinics in the U.S.. Their Software Services division creates SaaS-based products tailored to physical therapy practices.

- Delivered intuitive, task-oriented wireframes and design blueprints by doing User Research involving interviews and contextual inquiry.
- Expedited a redesign of Administrator configuration screens by working hand-in-hand with Developers using a lean methodology.
- Sped up the development process and improved consistency by writing and contributing to front-end code.

Lead User Experience Designer

Jun 2010 – Nov 2011

Pharmacy OneSource (acquired by Wolters Kluwer Health) | Madison, WI

Pharmacy OneSource developed a suite of SaaS products for healthcare quality and compliance monitoring.

EDUCATION

Georgia Institute of Technology

Master of Science in Industrial Engineering
(Human-Integrated Systems area)

University of Wisconsin - Madison

Bachelor of Science in Industrial Engineering
(Human Factors concentration)

CERTIFICATIONS

Hubspot Academy

Content Marketing

- Translated technical requirements into wireframes and prototypes that achieved business and end user goals by working closely with Product Management.
- Bridged the gap between Product Management and Developers by writing Agile user stories that clearly communicated expectations and specifications for new features.
- Raised customer satisfaction scores by understanding user needs and usability testing design concepts in close partnership with User Research.
- Elevated quality and consistency by reviewing the work of two other UX Designers according to design guidelines I helped create.

User Experience Designer

Aug 2008 – May 2010

Ataccama Software | Prague, Czechia

Ataccama develops software for data quality monitoring and management used by companies with large customer datasets.

- Helped the company pivot from B2B to B2C by redesigning the flagship product to be configurable by end users rather than technical consultants.
- Assisted Marketing and Sales teams by writing and recording video tutorials to demonstrate the improved experience to potential customers.
- Developed wireframes, performed expert reviews, and conducted usability studies as a UX team of one.

User Experience Designer

Sep 2004 – Jul 2008

Sun Microsystems (acquired by Oracle) | Monrovia, CA and Prague, Czechia

Sun Microsystems manufactured enterprise servers and the software to support them, including developer tools, which I worked on.

- Upgraded the experience of Java developer tools and web-based dashboards by building strong relationships with Engineers and Product Managers to overcome institutional bias against Designers.
- Improved look and feel and reduced development time by helping with CSS.
- Broadened product consistency and usability by introducing a User Interface review process and overseeing its adoption.
- Promoted and assessed accessibility according to Section 508 guidelines.