Gary M. Davis

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Summary

Principal UX Designer with over 20 years of experience leading user-focused design, mentoring teams, and shaping product strategy for B2B SaaS enterprise solutions. Specialized in integrating AI and ML capabilities—such as OCR, NLP, computer vision, and LLMs—into human-in-the-loop workflows to enhance usability, decision-making, and efficiency. Expert in user research, design systems, wireframing, visual design, and interactive prototyping, with a strong grasp of accessibility best practices and experience designing for hardware, desktop, web and mobile platforms. Proven track record delivering measurable improvements in user engagement, productivity, and satisfaction, with a foundational understanding of front-end technologies to collaborate effectively with development teams.

Experience

XEROX – Rochester, NY   Senior User Experience Designer
Intelligent Document Processing, Productivity, and Imaging Solutions   AUG 2024 – OCT 2025

- Designed AI-powered document processing workflows incorporating OCR, NLP, and computer vision to enable seamless integration of machine learning with human-in-the-loop verification, empowering users to create custom models and refine extracted text for improved accuracy.
- Derived insights from user interviews to collaborate with end users, designing intuitive workflow tools for document processing centers to improve operational visibility and efficiency.
- Streamlined customer checkout experiences for a corporate print-shop e-commerce and fulfillment platform by simplifying complex options for pickup, delivery, charge codes, and payment methods, reducing friction and improving order completion rates.

INDEPENDENT– Webster, NY / Remote   Principal Consultant
Cloud Management Experience Design Consulting   JUL 2023 – JUL 2024

- Delivered UX consulting for a cloud-management startup, designing intuitive interfaces to streamline cloud resource management and improve user productivity.
- Independently studied AI/ML integration trends to inform future B2B SaaS design projects, focusing on balancing automated insights with human oversight for effective outcomes.

COUPA – San Mateo, CA / Remote   Principal User Experience Designer
Business Spend Management SaaS   MAR 2022 – JUN 2023

- Led UX strategy for a supplier business spend management platform, integrating AI-driven vendor trust scores (derived from aggregated transaction data) into user interfaces to inform decision-making, contributing to $43 billion in supplier value.
- Redesigned B2B supplier onboarding workflows with AI background processing and promotional elements for a verified program, increasing profile completion rates by 40% and driving $5M in incremental revenue from program uptake.

CLOUDCHECKR/NETAPP – Rochester, NY   Lead User Experience Designer
Cloud FinOps and SecOps Platform   SEP 2019 – MAR 2022

- Devised a UX strategy with phased implementation for CloudCheckr's B2B cloud FinOps platform, mentoring a junior designer, driving improvements across customer value, productivity, and loyalty.

EAGLEVIEW – Rochester, NY   Senior User Experience Designer
Geospatial and Image Analysis (Construction, Government, Insurance, Energy)   JUL 2018 – SEP 2019

- Redesigned a complex image review workflow by incorporating AI/ML elements, such as computer vision, with human-in-the-loop feedback to train and refine models over time, achieving over 50% increases in productivity and revenue through streamlined operations.

KODAK ALARIS – Rochester, NY   User Experience Design Consultant
Document Processing, Management, and Imaging Solutions   MAR 2015 – OCT 2017

- Simplified B2B document processing tasks using OCR and LLM technologies for data extraction and classification, integrated with human verification workflows, accelerating task completion by 30% and lowering error rates by 20%.
- Established a design system and behavioral strategy to ensure a professional, consistent look and feel across embedded, SaaS, desktop, and mobile UX designs.

DELL/KACE – Mountain View, CA / Remote   Principal User Experience Designer
Endpoint Device Management and IT Solutions   MAY 2011 – MAR 2015

- Led the design of the new K3000 mobile device management solution from concept to product launch in one year, achieving sales 50% above forecast, generating $10M in first-year revenue through intuitive, user-centered interfaces.
- Led the clean-sheet design of the K1000 Go mobile app with a seamless experience across web and mobile platforms, adopted by one-third of customers in less than 6 months.

EASTMAN KODAK – Rochester, NY   Senior User Experience Designer
Consumer Imaging and Kiosk Technology   OCT 2007 – DEC 2010

- Led a strategic redesign of the flagship Picture-Maker Kiosk UI, simplifying workflows and reducing clutter to increase the perception of quality by more than 20%.
- Uncovered safety and usability issues through human-factors assessments, recommending changes that eliminated the risk of injury and reduced key support costs by more than 25%.

Skill Stack

- UX skills: Usability testing, concept development, workflow design, visual design, prototyping, and code
- Tools: Figma, Axure RP, Photoshop, Illustrator, and others
- Coding: HTML, CSS, PHP, Bootstrap, JavaScript, jQuery
- Methodologies: Lean and Agile processes; proficient in Jira and Confluence

Additional Experience

CURRICULUM DESIGN: Rochester Institute of Technology / NTID
GRAPHIC DESIGN: Marietta Hospitality, Cleary Graphics, Inc.
INDUSTRIAL & UX DESIGN: Xerox, Smith Corona, Crosman Air Guns, Ranging

Education

SYRACUSE UNIVERSITY – Bachelor of Industrial Design

Portfolio

https://usersimple.com