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Professional Summary

Collaborative Principal UX Designer with over 20 years of experience in human-centered problem-solving, design systems, wireframing, visual design, prototyping, and front-end development. Proven track record in transforming complex B2B SaaS experiences by 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. Expertise in guiding users through AI-assisted classifications, verifications, and model improvements, driving measurable gains in user engagement, productivity, and customer satisfaction across document processing, supplier management, and cloud platforms.

Experience

XEROX

Senior User Experience Designer

Rochester, NY

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.
- Collaborated with end users to develop intuitive workflow management tools for tracking contracts and assignments in document processing centers, enhancing operational visibility and efficiency.
- Enhanced 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

Principal Consultant

Webster, NY / Remote

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 Principal User Experience Designer
San Mateo, CA / Remote 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 Lead User Experience Designer
Rochester, NY 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 Senior User Experience Designer
Rochester, NY 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 User Experience Design Consultant
Rochester, NY 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 Principal User Experience Designer
Mountain View, CA / Remote 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

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%.

Skills

- Full-stack UX skills: Usability testing, concept development, workflow design, visual design, and front-end coding
- AI/ML Integration: Designing human-in-the-loop interfaces for OCR, NLP, computer vision, LLMs, and model training/verification in B2B SaaS environments
- 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

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