Gary M Davis

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USER EXPERIENCE DESIGNER

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Summary

I am a collaborative UX Design Lead with a strong background in design thinking, user-focused design, design systems, wireframing, visual design, prototyping, and front-end development. I have a proven track record of transforming complex B2B applications and product experiences to drive measurable improvements in usability, user engagement, and customer satisfaction.

Experience

XEROX — Senior User Experience Designer
Rochester, NY — AUG 2024 – Present

- Designed solutions for AI-powered document processing workflows, focusing on human-in-the-loop verification and classification to integrate machine learning capabilities with manual verification seamlessly.
- Collaborated directly with end users to help create intuitive workflow management tools for tracking contracts and assignments through document processing centers, improving operational visibility and processing efficiency.
- Enhanced customer checkout experiences for a corporate print-shop fulfillment e-commerce platform by simplifying complex combinations for pickup, delivery, charge codes, and payment methods, to reduce friction and improve order completion rates.

INDEPENDENT — Principal Consultant
Webster, NY / Remote — JUL 2023 – JUL 2024

- Provided UX consulting services for a cloud-management startup while expanding expertise in AI/ML technologies and design innovation.

COUPA — Principal User Experience Designer
San Mateo, CA / Remote — MAR 2022 – JUN 2023

- Spearheaded the UX design strategy for a supplier business spend management platform, which played an instrumental role in enabling $43 billion in value for diverse suppliers.
- Redesigned the B2B supplier onboarding workflow, increasing profile completion rates by 40%. Also incorporated promotions for a verified program to drive additional revenue through an enhanced onboarding product experience.

CLOUDCHECKR/NETAPP   Lead User Experience Designer

Rochester, NY   SEP 2019 – MAR 2022

- Devised a UX strategy with a phased implementation for CloudCheckr's B2B cloud FinOps platform, mentoring a junior designer throughout the process. This strategic initiative yielded tangible improvements across customer value, productivity, and loyalty.
- Devised designs to simplify and automate the complex allocation of costs, discounts, and fees across customers and clients. AWS adopted a suspiciously similar design soon after.

EAGLEVIEW   Senior User Experience Designer

Rochester, NY   JUL 2018 – SEP 2019

- Developed a high-impact design to replace a highly complex image review workflow, resulting in more than 50% increases in productivity and revenue. This strategic redesign significantly improved operational efficiency and financial outcomes.

KODAK ALARIS   User Experience Design Consultant

Rochester, NY   MAR 2015 – OCT 2017

- Reduced customer support costs by more than 15% by simplifying highly complex B2B document processing tasks into understandable workflows.
- Established a design system and behavioral strategy that drove a professional, consistent look and feel across embedded, SaaS, desktop, and mobile UX design.

DELL/KACE   Principal User Experience Designer

Mountain View, CA / Remote   MAY 2011 – MAR 2015

- Led the design of the new K3000 mobile device management from initial concept to product launch in about one year, conducting design reviews at key project milestones.
- Led the clean-sheet design of the K1000 Go mobile app with a seamless product experience across web and mobile platforms. Adopted by one-third of customers in less than 6 months.

EASTMAN KODAK   Senior User Experience Designer

Rochester, NY   OCT 2007 – DEC 2010

- Led a strategic redesign of the flagship Picture-Maker Kiosk UI, which increased the perception of quality by more than 20%, vastly simplified workflow, and reduced clutter.
- Uncovered safety and usability issues through human-factors assessments. Recommended changes eliminated the risk of injury and reduced key support costs by more than 25%.

Skills

- Led complex design projects in team leadership roles, mentored and coached junior designers
- Full-stack skills, including user research, concept, workflow, visual, and code
- Expertise using Figma, Axure RP, Photoshop, Illustrator, and many others
- Direct experience coding with HTML, CSS, PHP, Bootstrap, JavaScript, and jQuery
- Experienced with both Lean and Agile methods and tools such as Jira and ADO
- UX design methodologies, including iteration, affinity diagrams, user journeys, task flow diagrams, and personas

Additional Experience

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

Education

SYRACUSE UNIVERSITY – Bachelor of Industrial Design

Portfolio

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