

Experience / Strategy Evangelist | Creativity Empowerer | Partnership / Team Builder

Experienced UX designer, strategist, advocate, and leader with a focus on collaboration, problem-solving, and creative thinking.

Specializing in providing innovative user-centered design culled from usability test-driven results and meticulous research and discovery.

Values, effort, and purpose-driven leader that helps inspire the creativity of each team member, and pushes to turn weaknesses into strengths.

A patient listener, teacher, and mentor.

## AREAS OF EXPERTISE

Leadership		Design	
Advocacy	<div><div></div></div>	Photoshop	<div><div></div></div>
Evangelism	<div><div></div></div>	Illustrator	<div><div></div></div>
People	<div><div></div></div>	Sketch	<div><div></div></div>
		Figma	<div><div></div></div>
User Experience		InVision	<div><div></div></div>
Axure	<div><div></div></div>		
Adobe XD	<div><div></div></div>	Other	
Marvel	<div><div></div></div>	HTML	<div><div></div></div>
Maze	<div><div></div></div>	CSS	<div><div></div></div>
UserTesting	<div><div></div></div>	Premiere	<div><div></div></div>
UserZoom	<div><div></div></div>	After Effects	<div><div></div></div>

## AWARDS & RECOGNITION

- Micro Site of the Year – Danze “Flush It” – Bronze  
The Show 2008, Minneapolis, MN
- Micro Site of the Year – Activision WSOP “Beat the Brat” – Merit  
The Show 2008, Minneapolis, MN
- Other interactive – GdB Interactive Holiday Card – Merit  
The Show 2008, Minneapolis, MN

“ Jeff cares deeply about users, their needs, goals, and challenges. He evangelizes iterative development, is a passionate advocate for continuous user testing and discovery, and always seeks to find the fastest and most efficient way to validate/reject the team's hypothesis. ”

► Lukas Pleva, Sr. Product Lead - Decision Support

## PROFESSIONAL HISTORY

Lowe’s, Charlotte 2021 › Present

Sr. UX Manager

Leading a team of product designers, product researchers, and content strategists through organizational, demand-oriented, and more specifically, customer / user-driven experience processes customized for streamlined utilization of resources to meet market and promotion analyzed releases. Cultivating a creative environment for remote contributors across the United States, and collaborating with business partners across the globe. Delivering industry-leading experiences in ecommerce, marketing, and communications to a broad array of customer segments.

Responsibilities:

- Orchestrating the product processes with business partners and engineers to deliver excellent user experiences and delight for our customers
- Fostering talent within 2 vertical teams that include 22 reporting contributors. Evaluating and putting them on paths to grow in the organization, and in their industry
- Working closely with leadership teams across our department, and with partnering departments to streamline workflows, and eliminate creep, inadequate point sizing, and create a clearer vision to combined organizational goals
- Advocating for our process, our contributors, and our standards in product creation and conceptualization
- Creating and acting on best practices within the industry to utilize strategy, architecture, and research to the pinnacle of it's effectiveness. Always evolving our process for quality user metrics
- Developing learning plans and educational courses to continue contributor growth as well as educate partner teams on Lowe's UX / Product Design processes, ways of working, values and principals, and metric / analytical methodologies



CVS HEALTH, Chicago 2018 › 2021

Manager, Human-Centered Design

Leading a team of health-minded User Experience Designers, Visual Designers, Infrastructure Architects, Experience researchers, and User Testing Specialists to create an empathetic, patient-focused benefits enrollment software. Proud to provide 100% user tested experiences.

Responsibilities:

- ▶ Leading discovery with product managers on upcoming initiatives, and assigning projects to design team members
- ▶ Holding project-timely status and showcasing meetings with design team to help troubleshoot a project, or provide helpful feedback prior to business review and user testing
- ▶ Contributing to the success of project deliverables with visual style guidelines in adherence to development platforms
- ▶ Creating user-centric flow charts, diagrams, wire frames, prototypes, and visual mockups on individual and team oriented projects
- ▶ Presenting conceptional to fully user tested designs to business and product owners at numerous points of design to hit all project / development timelines, and release schedules
- ▶ Creating design specification for seamless project hand-off from UX to front-end development
- ▶ Facilitating design-based learning workshops
- ▶ Mentoring junior to mid-level designers with focus on visual / experience design, and interaction
- ▶ Reimagining the voice-based interactive benefits platform using IA and VUI practices

AETNA, Chicago 2016 › 2018

Senior User Experience Designer

Creating one-of-a-kind cross platform health experiences to help users of all ages enroll in employer-provided benefits or for retirement, and Medicare benefits. Sketching, prototyping, testing and designing a solution based 100% on user tested results.

Responsibilities:

- ▶ Discovering common user frustrations with popular health technology, as well as similar patient engagement offerings through user shadowing, interviews and ethnographic testing
- ▶ Developing a full scale application prototype to be used not just as a development guideline, but as a tool for business leads to share the solution outlook with product directors, stakeholders, and potential clients
- ▶ Writing development story points for sprint planning based on team capacities, keeping to a strict UX acceptance criteria for each increment
- ▶ Working closely with both on-shore business project leads, and global development leads to reach goal symmetry

R1 / ACCRETIVE HEALTH, Chicago 2015 › 2016

Lead User Experience Designer

Offering a three-tier software platform, the largest being a *Revenue Cycle Management (RCM)* component. My role was in their newly created, and eagerly anticipated patient engagement solution, and was tasked in creating this brand new experience from the ground up.

Responsibilities:

- ▶ Discovering common user frustrations with popular health technology, as well as similar patient engagement offerings through user shadowing, interviews and ethnographic testing
- ▶ Developing a full scale application prototype to be used not just as a development guideline, but as a tool for business leads to share the solution outlook with product directors, stakeholders, and potential clients
- ▶ Writing development stories for sprint planning based on team capacities, keeping to a strict UX acceptance criteria for each increment

PINPOINT CARE, Chicago 2012 › 2015

Sr. (UX) Experience Designer / Engineer, Client Experience Team

An experience-driven healthcare platform re-imagining how patients, physicians and providers work together to create a much more fluid cycle of care. A big part of this cycle is creating a one-of-a-kind experience for interacting, scheduling, evaluating, housing and tracking patient care.

Responsibilities:

- ▶ Applying user-centric design methods to translate user needs and business objectives into intuitive and engaging user-interfaces detailed enough for a single user but broad enough for users across many role types
- ▶ Implementing a fresh healthcare dashboard solution using creative, and conceptual problem-solving skills, following modern, responsive framework layouts and interactions using Axure, OmniGraffle, Lucid Chart, and InVision

Please see my LinkedIn page for complete 25+ year work history and recommendations.

EDUCATION

🏠 Connecting Point, 2003  
Minneapolis, MN

🏠 East High School, 1996  
Duluth, MN

Certifications:

Microsoft MCDBA & MCP certifications, 2003  
Cisco CCNA certification, 2003  
CompTIA A+ certification, 2003

“ Jeff’s influence is more than just User Experience; he is a leader. He is positive, constructive, and open when working with others and always willing to lend his effort and knowledge for support. ”

▶ Brennan Prisk, Senior UX Designer - Human-Centered Design