

Lane Fielder | UX Designer

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Summary:

I am a user experience designer with over 7 years of experience working across many channels. These include customer control surfaces, e-commerce sites, internal tools, and support documentation sites.

I have lead many major design initiatives that include introducing a new interaction model for internal tools and am currently design lead on a new support platform for the company. My skills uniquely qualify me to be able to take complex development requirements, and shape them into a cohesive user experience.

Work Experience:

Lead UX Designer | Rackspace

October 2017 - Now

I am currently the Lead UX designer for our product design team. I am working on maintaining quality and standards when our team is working across the company. I oversee and provide support for our product designers as they are working through their problems.

Key Responsibilities:

- Mentor designers in the design process and consult with key stakeholders throughout the process
- Review and document projects to inform leadership of progress
- Ensure design consistency and principles are carried out for all products
- Hold bi-weekly sprint reviews with designers and key stakeholders
- Assist with cross-collaboration between products and designers when needed

Accomplishments

- Implemented a design sprint, review, and demo process for all product designers
- Created service blueprints for our support organizations to easily see key processes and how that impacted customer experience
- Evaluated the discover and buy experience using customer experience indexes and heuristic evaluations to identify areas of opportunity

Senior UX Designer | Rackspace

November 2015 - October 2017

In this role, I was responsible for overseeing specific projects that included developing internal tools

and enhancing Rackspace's support capabilities.

Key Responsibilities:

- Review and critique design solutions from other designers.
- Ensure all designs were consistent across all projects and utilize our existing framework before going to the developer teams.
- Mentor and assist junior designers to ensure their growth.
- Communicate and work with developers to ensure technical feasibility of design solutions.
- Create, run and analyze user research sessions that included shadowing sessions, usability tests, and user feedback sessions.

Accomplishments:

- Created a system that allowed front-line support to log customer calls. Not only did this combine multiple tools into a single interface, it gave leadership insights they never had before
- Created a single search to enable employees to easily locate information about customers and employees. This reduced the first point of contact time from five minutes down to under two on average
- Designed and tested a new interaction model based off the previous global search project to increase productivity of employees by providing them a single place to support customers and more context to enable more efficient and accurate support
- Launched the first consolidated UI that works for all of Rackspace's customers ticketing back-ends
- Created a consolidated severity and category system that will be used as Rackspace makes the move to ITIL framework

UX Designer II | Rackspace

June 2013 - November 2015

My team redesigned all of our support properties and assisted with the main site redesign. Our team consisted of developers, designers and product management.

Key Responsibilities:

- Assist with the creation of a new support brand.
- Take the new brand and visual styles and work to implement them across three websites.
- Communicate new designs to all stakeholders.
- Use feedback from stakeholders to ensure the design was what they envisioned.

Accomplishments:

- Completely revamped the Rackspace Community site both visuals and page structure for better usability.
- Designed a new ‘Support Drawer’ that went into the public facing control panel.
- Designed a single search across all support documentation sites.

Technical Communication Specialist | Rackspace

January 2012 - June 2013

This job started off being involved with the change release management process, however it was then transitioned into part of a very small team that was responsible for all internal documentation and documentation systems.

Key Responsibilities:

- Function as a front-end developer and UX Designer due to small team structure.
- Work with product managers and users to ensure that we were satisfying their needs.
- Come up with unique ideas on sharing knowledge around the company and get tribal knowledge documented.

Accomplishments:

- Design and develop internal forum software to capture questions and answers that employees had when we were launching and supporting new products.
- Created a centralized dashboard and page templates for product managers to provide updates to the company on features, bugs and updates.
- Migrated from a legacy wiki into a more robust and modern wiki.
- Was a go-to person around the company for creating and designing documentation for both internal and external consumption.

Relevant Education:

University of Texas at San Antonio

Bachelors of Business Administration - Marketing
Graduated 2009

Certifications:

Scrum Master Certified - Aug 2019