



# Henry Tavarez

SENIOR UX LEADER

JTAVAREZ112@GMAIL.COM 954-609-6793

HENRYTAVAREZ.COM LINKEDIN.COM/IN/HENRYTAVAREZ

## Profile.

I am a Senior UX Design Strategist and Leader with over 23+ years of experience designing enterprise software for a variety of clients, including Fortune 500 companies and government. Experienced in implementing HCD processes and advanced design system practices to increase the quality of the user interfaces for consumer and enterprise software.

## Experience.

### **UX LEAD, CDW-G; VERNON HILLS, IL 2022-PRESENT**

Leading UX design initiatives for the modernization of the NBS surveillance tool in collaboration with the Centers for Disease Control and Prevention (CDC).

- Designed, managed, and governed the design system for the NBS Modernized application, utilizing the US Web Design System (USWDS) as a foundation.
- Facilitated co-creation workshops with users from public health departments nationwide to inform and advance the design of NBS.
- Collaborated closely with clients and stakeholders to elicit, document, and ideate on requirements and deliverables.
- Provided mentorship to a team of UX Designers, guiding them through our Human-Centered Design (HCD) methodology by offering design and UX expertise and review.

### **HUMAN CENTERED DESIGN LEAD, C-HIT; COLUMBIA, MD 2021-2022**

Led HCD processes for the Identity Management team serving the US Centers for Medicare and Medicaid Services (CMS).

- Focused on advocating change towards a user-centric research based environment
- Interface directly with the customer and business owners to gather, analyze, validate and document functional, business and user requirements.
- Support development staff and SMEs to ensure requirements meet specifications and client expectations.
- Assist with implementation of a design system for their IDM Portal application based on the US Web Design System (USWDS)
- Operate within an Agile environment (SAFe)

### **FOUNDER/HEAD OF USER EXPERIENCE, REBEL UX; WASHINGTON, DC 2018-2021**

Founded a user experience design consultancy in Washington, DC with the goal to design great digital products, apps and experiences for its customers. Provided user experience, interface design and product strategy services.

- Implemented design systems (USWDS, Material) for government agencies and enterprise software projects

- Consulted with small startups, government agencies and Fortune 500 companies such as PwC, Total Wine, Crossover, Centers for Medicare and Medicaid Services (CMS) and Association of American Medical Colleges (AAMC)

**PARTNER, USER EXPERIENCE, ARROW DIGITAL (ACQUIRED BY COGNIZANT); WEST PALM BEACH, FL 2016-2018**

In my capacity as Partner of User Experience at Arrow Digital, I oversaw the User Experience practice and worked with clients to develop their vision, objectives and digital roadmaps - before working with Arrow's project teams to ensure their vision was met. At every point in the client's experience, it was my goal to create a unique and delightful experience by infusing Arrow's expertise and values across all clients, products, services, and interpersonal interactions.

- Grew small UX team into a successful practice area responsible for \$3 million in annual billable revenue.
- Led the overall UX strategy for all financial tech software projects with largest client, PwC, which accounted for over \$10 million in annual revenue.
- Scaled UX methodologies and mentored senior associates to manage multiple work streams across consumer and enterprise clients while adhering to Arrow's standards and values.
- Oversaw major digital projects for Cracker Barrel, GL Homes, Hilton and In Touch Ministries.

**CREATIVE DIRECTOR, ARROW DIGITAL (ACQUIRED BY COGNIZANT); WEST PALM BEACH, FL 2011-2015**

As the Creative Director, I led a team of very talented web designers and UX professionals. This multi-disciplinary leadership role revolved around leading the design of highly interactive web and enterprise solutions from concept to completion as well as translating business goals and user needs into UX strategies.

By infusing UCD methodology into the very successful software development life-cycle here at Arrow, I was able to increase the quality of the user interfaces for both the web design and enterprise software portions of our business.

**UX LEAD/SENIOR ASSOCIATE, ARROW DIGITAL (ACQUIRED BY COGNIZANT); WEST PALM BEACH, FL 2010-2011**

Led the user experience discovery, research, design, and implementation of several projects for a wide variety of clients including Hilton, PwC, and Virginia Credit Union.

- Designed the default skin and template used for version 6 of DotNetNuke's Content Management System which had been downloaded and used over 330K times in the first 6 months.
- Implemented a UX discovery process which allowed the company to better scope projects and implement higher quality designs that better met the client's objectives.

**USER INTERFACE ARCHITECT, RESUMESPONGE; FORT LAUDERDALE, FL – 2010**

Led all front-end architecture and development. At ResumeSponge, my focus was to implement interactive design interfaces, and architect front-end coding practices to ensure growth and scalability. Collaborated with outside agency to test designs and iterate on interfaces.

**SR. INTERACTION DESIGNER, CAMPUS MANAGEMENT; BOCA RATON, FL — 2008-2010**

Established a signature brand and UI for the company's corporate web site. Developed the framework used for creating both the UI prototypes and the future architecture of their software presentation layer. Designed and developed the full design system for the UI of the entire suite of products as they transition from legacy desktop software into web applications. Use of semantic web standards and progressive enhancement techniques have added increased usability, accessibility and made the applications 508 compliant, making the software available to additional institutions and markets.

**INTERACTIVE ART DIRECTOR, EXTINCTION LEVEL; FT LAUDERDALE, FL — 2005-2010**

Extinction Level is an interactive media design firm. Led projects to created websites, flash applications and other design projects for various companies such as Crispin Porter + Bogusky, Wieden+Kennedy, Slim Jim, Volkswagen, BMW Mini Cooper, CareerBuilder.com, Nike, Virgin Atlantic and eDiets.com.

## **Education & Military.**

**ART INSTITUTE OF FORT LAUDERDALE — B.S. INTERACTIVE MEDIA**  
Graduated Magna Cum Laude, Awarded Best Portfolio

**UNITED STATES MARINE CORP — COMMUNICATIONS**