

Henry Tavarez

SENIOR UX LEADER

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Summary.

Senior UX Design Leader with over 23 years of experience designing enterprise software across government and Fortune 500 clients. Known for bringing structure and clarity to complex systems and leading design initiatives that improve usability, accessibility, and consistency across large-scale digital products. Experienced in building design systems, mentoring design teams, and guiding organizations toward human-centered, research-driven practices.

Skills.

UX Leadership: Design Systems, DesignOps, Mentorship, Stakeholder Alignment

Research & Strategy: User Interviews, Journey Mapping, Usability Testing, HCD

Design Tools: Figma, Miro, Mural, FigJam, Sketch, Axure, Framer

Methods: Design Thinking, Lean UX, Agile, Accessibility (508 Compliance)

Experience.

UX LEAD | CDW | VERNON HILLS, IL 2022-2025

Led UX design initiatives for the modernization of the CDC's National Electronic Disease Surveillance System (NBS). Oversaw design system governance, accessibility, and design research across state agencies.

- Designed and governed the design system for the NBS Modernized application, utilizing the US Web Design System (USWDS) as a foundation which reduced UI inconsistencies across hundreds of screens.
- Facilitated user research workshops and usability testing sessions across public health departments nationwide to inform design decisions and user workflows.
- Collaborated with cross-functional stakeholders to align requirements and deliverables.
- Mentored a team of UX Designers, guiding them through our Human-Centered Design (HCD) methodology to improve quality and consistency.
- Increased adoption of the modernized version of NBS by 24% in just a year.

HUMAN CENTERED DESIGN LEAD | C-HIT | COLUMBIA, MD 2021-2022

Led HCD processes for the Identity Management team supporting the Centers for Medicare and Medicaid Services (CMS). Advocated for research-based, user-centered design practices across project teams.

- Promoted research-driven design culture across multi-disciplinary teams.
- Gathered, analyzed, and validated functional, business and user requirements.

- Collaborated with development teams and SMEs to ensure UX alignment of business, technical and user requirements.
- Supported implementation of a design system for their IDM Portal application based on the US Web Design System (USWDS).
- Operated within an Agile environment (SAFe).

HEAD OF USER EXPERIENCE | REBEL UX | WASHINGTON, DC 2018-2021

Founded a design consultancy delivering UX, UI, and product strategy services for clients in government and enterprise sectors.

- Implemented design systems (USWDS, Material) for government agencies and enterprise software projects.
- Consulted with organizations including PwC, Total Wine, Centers for Medicare and Medicaid Services (CMS), and Association of American Medical Colleges (AAMC).
- Led end-to-end UX discovery, design, and product strategy engagements.
- Helped clients improve design maturity through system thinking and user-centered methods.

PRACTICE LEAD (PARTNER-LEVEL), UX | ARROW DIGITAL (ACQUIRED BY COGNIZANT) | WEST PALM BEACH, FL 2016-2018

Oversaw the UX practice, developing digital roadmaps and strategies for enterprise clients while scaling the UX team and leading financial tech initiatives.

- Scaled a small UX team into a successful practice area responsible for \$3 million in annual billable revenue.
- Led UX strategy for all financial tech software projects with our largest client PwC (\$10 million annual revenue).
- Scaled UX methodologies and mentored senior associates to manage multiple work streams across consumer and enterprise clients.
- Directed design across major digital projects for Cracker Barrel, GL Homes, Hilton and In Touch Ministries.

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

Led a multidisciplinary team delivering enterprise software and web solutions while integrating user-centered methods into development processes.

- Directed UX and creative strategy from concept through implementation.
- Integrated user-centered design into development workflows to improve usability.
- Enhanced design quality across major enterprise client projects.

UX LEAD | ARROW DIGITAL (ACQUIRED BY COGNIZANT) | WEST PALM BEACH, FL 2010-2011

Drove UX discovery and design execution for enterprise and consumer clients in multiple industries.

- Delivered UX design for clients including Hilton, PwC, and Virginia Credit Union.

- Created the default DotNetNuke CMS skin downloaded over 330,000 times in six months.
- Implemented UX discovery process to improve project scoping and design outcomes.

USER INTERFACE ARCHITECT | RESUMESPONGE | FORT LAUDERDALE, FL
– 2010

Led front-end architecture, coding practices and development for interactive interfaces of a small startup.

- Developed scalable front-end frameworks and UI architecture.
- Collaborated with design agencies to prototype, test and refine interface designs.

SR. INTERACTION DESIGNER | CAMPUS MANAGEMENT | BOCA RATON, FL –
2008-2010

Developed the company's first comprehensive design system and transitioned legacy desktop software into accessible web applications.

- Established design standards and prototypes for web-based product suite.
- Improved accessibility and achieved Section 508 compliance using semantic web standards.

INTERACTIVE ART DIRECTOR | EXTINCTION LEVEL | FT LAUDERDALE, FL –
2005-2010

Oversaw creative projects for major brands, delivering high-impact digital experiences.

- Delivered projects for clients including Crispin Porter + Bogusky, Wieden+Kennedy, Volkswagen, Nike, and Virgin Atlantic.
- Produced interactive campaigns, Flash applications, and websites elevating client brand experiences.

Education & Military.

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

UNITED STATES MARINE CORP – COMMUNICATIONS