TEL (312) 833-7864
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David Schoen

Printable Portfolio (.pdf) https://goo.gl/NgDBBv

LinkedIn www.linkedin.com/in/daveschoen

SUMMARY

Sr. Product Designer / User Experience Designer with over 19 years of UX Experience working with Big 4 Consulting Groups: Accenture, BearingPoint (Formally KPMG) and IBM Interactive (Formally PWC), Razorfish, Google and GoogleX.

- ✓ **Throughout my 19 year career, I have established six (6) highly successful UX practices:** guiding multi-disciplinary teams to deliver award-winning work, creating value for investors, enterprises, and customers by bridging the chasm between excellence in design and excellence in development…in the real world of prioritization and business trade-offs.

- ✓ **My track record:** demonstrates profound design intellect, creative mindset, and industry insight at the same time being as hands-on and as passionate about the design process as the first days of my career.

- ✓ **My passion for people and design is what sustains me:** I have applied this zeal firsthand across the many disciplines of UX and business. Being an evangelist of Design First and Efficient Design Workflow, I have been able to steer dialogue in ways that put UX and design at the forefront. I believe in its capacity to provide aggressive leverage and advocate it as a means to solve business obstacles.

- ✓ **As an adept design leader:** I am confident in my ability to conceive the next era of innovative designers with superior expertise that truly inspire.

- ✓ **To date, I have participated in over 57 User-Centered Design (UCD) projects:** across web and cloud, mobile and tablet platforms, kiosk, desktop and product design in virtually every industry.

UCD EXPERTISE

Product Designer, Information Architecture (IA), Interaction Design (IxD), Content Strategy, Heuristic Evaluations (i.e. Formative (areas for improvement)), Responsive Design, Professional Reviews with Score Carding (i.e. Goal Summative), Human Factors, HCI, Contextual Interviews, Card Sorting, KJ Method, Field Studies and Focus Groups, Requirements Gathering, Demographic and Psychographic Profiling, Concept Maps, Experience Blueprints, Personas, Story Boarding, Scenarios, Use Cases, Task Analysis, Lo-Fidelity Wireframes, Hi-Fidelity Prototyping, Usability Testing, Accessibility, WCAG 1.0 and Section 508 Compliance, Surveys, Designing in Parallel, Post-Launch Analytics and Benchmarking, Trend Tracking, Integration Strategies into SDCL, Selling and Championing UCD to New and Existing Clients in addition to developing and mentoring junior staff and usability teams for companies worldwide.

RECOGNITION

- ✓ **Sr. Director User Experience / Department Head (S2 Solutions):** Responsible for spearheading and designing their Usability Center of Excellence (UCE); The UCE established and rolled out Usability/User-Centered Design Methodologies; User-Centered Analysis, User-Center Design, Usability Benchmarking and Testing and integration into SDLC and inbound marketing models.

- ✓ **Beacon Award:** Managed both UCD and traditional system testing teams for a Fortune 50, increasing revenue 57% over last year's earnings and achieved a 96% defect containment rate prior to launch, respectively.

- ✓ **Beacon Award:** Identified as one of the key individuals responsible for identifying major architectural gaps between the overall business objectives, different business units and what was actually in development for a global retailer - resulting in $8.2M project savings prior to the system launching.

ACCOMPLISHMENTS

- ✓ **Designed and executed UX Design and Testing for a Fortune 500 company's web, mobile and tablet platforms:** increased repeat and new customers by 125,000 (56%) over last quarter, increased search success by 46% in 12 weeks, reduced error rate by 63% and increased revenue by 79% over last year's earnings.

- ✓ **Lead and executed UX Design and Testing for a Fortune 500 company's web redesign in preparation the holiday travel season:** The UX initiative resulted in a 49% increase in online reservations, an increase of 175,000 in repeat customers compared to 89,000, a decrease in call center inquiries by 62% over last quarter.

- ✓ **Developed and delivered Usability Testing Methodology Training (UTM):** Fortune 500 companies C-level and mid-level executives, Training Department, IT Department and Analysts utilizing multiple platforms: television, live web-based training, computer-based training, conferences and in-class training sessions. Audience sizes ranged up to 420 participants.

EMPLOYMENT HISTORY

- ✓ Defined and led UCD processes and procedures for large-scale projects from mid-sized to Fortune 100 companies.

- ✓ Oversaw the execution of countless projects through full SDLC's to ensure that the UX vision, strategy, architecture and design was adhered to throughout all phases of the SDLC.

- ✓ Able to find the right balance between organizational requirements, project priorities, resource and time constraints and customer experience needs and, best practices.

- ✓ Expert in designing wireframes and interactive prototypes using prototyping tools across all fidelities using Visio, Omnigraffle, paper based and, cutting-edge Rapid Prototyping Tools (RPT) such Axure, Balsamiq, iRise, etc.

- ✓ Performed and led analysis and research studies on countless projects using: web analytics, demographic and psychographic profiling, persona building, heuristic evaluations, contextual interviews, field studies and focus groups, card sort studies, post-launch analytics and benchmarking and trend tracking.

- ✓ Always worked closely with technical teams to ensure design/functionality is technically feasible from a component, architecture, database, performance and platform perspective.

- ✓ Extensive expertise in Accessibility, WCAG and Section 508 compliance testing and auditing (i.e. JAWS).

- ✓ Consummate UX evangelist and mentor for untold junior UX resources, BA's, Technical teams.

- ✓ Extensive cross-channel experience; web, mobile, tablet, touch kiosk, "real world" touch points, etc.

Google X
Cross-Channel User Experience Solution Architect | June 2015—Present
(2 years 11 months) Present

Autonomous Vehicle/Self Driving Car, Google Home, Makani and Wing

Note: Due to the nature of Google X and the various projects therein, I will not provide electronic and/or hard copies of any artifacts; however, I am happy to describe the elements worked upon, if asked.

Google
User Experience Solution Architect | Dec 2013—June 2015
(1 year 7 months)

Google Experience and Standards

Note: With the formation of the Alphabet Holding Company (Google Parent Company),. Google needed to reflect the same innovative principles as its consumer products and going forward mission.
Contracted me to re-envision, streamline and implement an entirely new approach to bridge the gap between product management, UX and agile devolvement groups.

I incorporated a test-driven, semantic, living style guide into the process to establish, enforce and evolve the design language. What started out as an "under the radar proof of concept" soon became high profile within Google leadership and became the launching pad within Alphabet concerning how internal and external facing systems are built today.

Razorfish
Director of User Experience | Sept 2011—Dec 2013
(2 years 4 months)

Responsive Web Design – Desktop, Tablet, Mobile
- ✓ State Farm (C2C, Full Responsive), AON (B2B, Responsive Design – exclude smart phones), Lowes (C2C,Cross channel strategy), Copart (B2B,Full Responsive Design), *Honeywell Aerospace (B2B, Data Visualization, Responsive Design)

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S2 Solutions Consulting
Sr. Director User Experience / Department Head | Jan 08—Sept 2011
(3 years 9 months)

Websites
- ✓ Sprint (E-Commerce), AT&T (E-Commerce), Marriott (Reservation), FareCompare (Reservation), Jelly Belly (E-Commerce), Williams Grand Prix Series (Dynamic interactive web site) and Scoop NYC (E-Commerce)

Portal/cloud Applications
- ✓ Kaiser Permanente (Customer portal/cloud app), Citibank (Customer portal/cloud app), Box.net (Cloud App)

Mobile applications
- ✓ Geico Glovebox (iPhone, iPad), Mortgage Calculator (Android), FareCompare (iPhone), Pageonce Pro (Android), Grog Knots (iPhone), Box.net (iPhone, iPad, Android) and Documents to Go (iPhone, iPad, Android, Desktop)

Desktop Software (EAI)
- ✓ Coors (SAP-SCM), Johnson & Johnson (SAP- CRM), Eli Lilly (SAP- HRMS) and Nike (SAP-HRMS)

Bearingpoint (FORMALLY KPMG)
Sr. Manager User Experience | Jan 06—Jan 08
(2 years 1 months)

Websites
- ✓ Revo (E-Commerce), *Wal-Mart (E-Commerce), Verizon (E-Commerce) and Motorola (E-Commerce)

Desktop Software (EAI)
- ✓ Exxon-Mobile (Oracle-SCM), Viacom (Oracle-CRM) and Agilent (PeopleSoft-HRMS)

IBM Interactive Experience (FORMALLY PWC)
Manager User Experience | Dec 04—Jan 06
(1 year 2 months)

Desktop Software (EAI)
- ✓ DISH DBS CORP (SAP-SRM) and Hoovers (Siebel-CRM)

Integrated Usability
CEO/ Founder | Sep 01—Dec 04
(3 years 4 months)

Integrated Usability: Product Design Solutions Consultancy. Specialized in bleeding edge out-of-box disruptive product design concepts and industrial solutions - integrating high-tech solutions at the time to low-tech manufacturing sectors, enabling enhance capabilities, monitoring, and, remote access. Ahead of our time in many respect to what now is commonplace; Iot and Green Product Design and Manufacturing Process.

Power Tools
- ✓ Ryobi (Bar Clamps and Compound Devise Systems), Dewalt (Advanced Guides and Extensions for Power Tools)

Appliances
- ✓ GE (Dishwasher – High Pressure Line Injected Chemical Induction Systems)

9degrees
CEO/ Founder | Sep 01—Aug 02
(1 year)

9degrees: Boutique Agency specializing in Branding, Print and Digital products for - small scale power tool, manufacturing, and logistical industries.

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Accenture
Senior User Experience (UX) and Product Designer | Jul 98—Sept 01
(3 years 3 months)

Desktop Software (EAI)
- ✓ *Pepsi (SAP-ERP), Texaco (SAP-SRM), General Motors (SAP-ERP), Ryobi (SAP-ERP), Cisco Systems (SAP-CRM) and Yahoo (Oracle-HCM)

USER INTERFACE TECHNOLOGIES
- ✓ UX Technologies & Rapid Prototyping Tools (RPT): Axure, iRise, Balsamiq, Morae, Tobii Eye Tracking and Mobile Studio, xSort, omnigraffle, Visio, CS5 (Photoshop, Illustrator)

- ✓ Coding Languages: HTML, DHTML, HTML5, Java, CSS and Actionscript 3.0

- ✓ Branding Analytics: Google, IBM Coremetrics, Omniture, SEO, WebIQ

CLEARANCE LEVEL
- ✓ Top Security Clearance: Interim

COLLEGIATE AND CERTIFICATIONS
- ✓ Usability Testing Methods (UTM)
- ✓ Ethnography Methods (EM)
- ✓ User Interface Design Methods (UID)
- ✓ Mobile User Experience Training (MUE)
- ✓ User-Centered Design with Social Media and Inbound Marketing (UCD-SM)
- ✓ Capability Maturity Model Integration (CMMI)

EDUCATION

COLORADO SCHOOL OF MINES
Bachelor's Degree
- ✓ Mechanical Engineering (1998)
- ✓ Industrial Engineering (1998)