

People-focused UX leader, designer, mentor, & problem-solver.

I am a user experience design & research leader specializing in software design & solving complex problems for the world's most successful brands. My work has improved outcomes for users at companies like **NCAA, US Soccer, State Farm, Nike, Walgreens, McDonalds, RiteAid, American Airlines, GE, IBM, Ferrari, Porsche, Delta Airlines**, & more.

I deliver outcomes that improve users' lives, autonomy that allows designers to innovate, & results that increase company profitability. I'm collaborative, proactive, & obsessed with customers. I'm an expert facilitator who has a knack for bringing teams together, eliminating waste, & establishing shared understanding. To learn more visit <https://Jeremybird.com>.



Graphic Design
11 years



UX/UI Design
9 years



Leadership
8 years



Proj. Mngmt.
6 years

EXPERIENCE

Head of UX & Product Design  2019 - Present
Arbiter Sports

Lead design & user research on multi-year, multi-phase initiative to revamp entire product line used to register, schedule & pay hundreds of thousands of officials annually for millions of high school / college sports games. Establish user research panel, and made user research a regular part of the design process.

RESULTS:

- 50x reduction in # of eligibilities & registrations needed to collect signups from hundreds of thousands of college / high school officials.
- Solidified relationships with 1200+ schools across 11 states.
- Directly enabled the signing of the 2nd biggest deal in company history.

Principal UX Consultant  2003 - Present
Jeremy Bird Design

Various UX & design projects over the years for print, web, and mobile platforms across a variety of verticals. Clients range between small businesses to large international enterprises.

Adjunct Professor, UX  2019
Utah Valley University

Develop curriculum for & teach a senior Design Studio class where the students mimic a real-life cross-functional team to solve design problems.

UX Design Manager  2017 - 2019
Omadi, Inc

At Omadi, I founded & built a UX Design department from the ground up in addition to hands-on design on critical initiatives:

- 15x reduction in down time (performance)
- 12x reduction in task completion time for tow truck drivers
- 4.5X increase in user research sessions (84% cross-functional)
- 54% increase in design efficiency, 72% increase in dev efficiency

LEADERSHIP PILLARS



I CARE PERSONALLY

Leadership is about enabling team members to do their best work. I care personally about others. I take time to build relationships and understand each team member's career goals, unique creative process & the inputs they need to be successful.



I GIVE TRUST & AUTONOMY

I assign team members problems to solve rather than solutions to implement. I trust my team to achieve the results they were hire to achieved. How they achieve them is up to them. I do this through: Tours of Duty, Air Cover Leadership, and trusting those I work with implicitly (rather than making them earn it).



I PRACTICE PRINCIPLES-BASED MENTORING

Together with the team I create an operating agreement or team charter that contains creative standards we will all hold ourselves accountable for, attitudes that will and won't be acceptable as we solve problems together, and general commitments for how we will work together. I then use this to coach/mentor individuals and teams. A principles-based approach allows me to coach individuals and teams in a fair, objective, and scaleable way.



I PROMOTE A CULTURE OF 'RADICAL CANDOR'

To create high performing teams, it is essential that everyone is able to explore and debate various points of view without "tiptoing" around each other. To accomplish this, it is essential to create a culture of "Radical Candor". There are 3 ways I accomplish this:

1. I challenge and praise directly.
2. I invite others to challenge and praise ME directly.
3. I view people as people with wants/needs as valid as my own, rather than obstacles to overcome.

To learn more about my leadership pillars and approach, please visis <https://jeremybird.com/leadership>.

EXPERIENCE (continued)

Senior UX Designer

Digital Guardian

 2015 - 2017

I was hired to oversee the UX Design of a new SaaS data security web app to detect and prevent intellectual property from being stolen, emailed, saved, or otherwise leaving approved channels.

- 157% increase in threat detection efficiency
- Discovered & mitigated risks of “WannaCry” virus in minutes
- Enabled connections & reporting that were previously impossible
- First to enable real-time threat remediation from cloud services

UX / UI Designer

InMoment

 2014 - 2015

I was highly involved in the product lifecycle for our Voice of Customer software for our highest level persona dealing with hundreds of thousands of comments/surveys monthly. I helped the team understand, identify, rank, and solve the biggest pain points our persona was facing.

- Reduced insight processing time from 1 week to 20 mins.
- Instrumental in the company transformation from a feature-first to a user-first mentality through the implementation of a user research program and adoption as a regular part of our process.

Interaction Designer

Mountain America Credit Union

 2014

Oversee and manage User Experience and Interaction Design for all on-line/mobile products at Mountain America. This includes: identifying pain points, conducting usability studies, designing & evaluating navigation, analytics, overseeing visual design process, and ensuring MACU’s sites and apps are modern, easy-to-use, and meet the needs of members.

- Own credit-union wide initiative to improve UX of all mobile products and report progress to the board of directors.
- Subject matter expert on usability of new online banking solution.
- Oversee and conduct usability studies on all large and medium sized products.
- Provide UX perspective & feedback as a part of cross-functional teams on company wide projects.

UX Designer

Survey Sampling International

 2013 - 2014

- Design and development work for partner sites including: United, American Airlines, Nielsen, Univision, Jet Blue, Amazon, and Apple.
- Responsible for UX design and front-end development for 17 major proprietary web sites and 1 mobile app spanning across North and South America averaging more than 4 Million hits monthly.
- Instrumental in company-wide initiative to make all SSI websites across the world mobile-responsive.
- Suggested and implemented initiative to improve translations in Brazilian Portuguese sites including translating much of the content personally.
- Experienced with SVN version control production environment and SiteCore, DubKnowledge, and DubQuest Content Management Systems.

DESIGN & RESEARCH SKILLS

COLLABORATION & FACILITATION

- 6 Thinking Hats
- Affinity Mapping
- Charrette Brainstorming
- Design Critiques
- Design Studios
- Google Design Sprint
- How Might We...
- Mind Mapping
- Proto Personas
- Story Mapping

INFORMATION ARCHITECTURE

- Block Diagrams
- Content Inventory
- Flow Charts
- Journey Mapping
- Mental Models
- Personas
- Swim Lane Diagram
- User Flows

INTERACTION & VISUAL DESIGN

- Color Systems
- Concept Sketches
- Custom Icons
- Design Systems
- High Fidelity Mockups
- Motion Design
- Storyboards
- Vision Presentations
- Wireflows
- Wireframes

PROTOTYPING

- Design System Prototypes
- Functional Prototypes
- High Fidelity Prototyping
- HTML/CSS/JavaScript
- Paper Prototyping
- Rapid Prototypes

RESEARCH

- 5-second tests
- Analytics/Data Analysis
- A/B Testing
- Card Sorting
- Contextual Inquiry/Site Visits
- Diary / Camera Studies
- Focus Groups
- Surveys
- Usability Testing
- User Interviews

SOFTWARE

- Abstract
- Adobe C.C.
- Adobe XD
- AHA
- Ant Design
- AppSee
- Axure RP
- Azure DevOps
- Balsamiq
- Bootstrap
- Cacao
- Confluence
- CSS3/SCSS/LESS
- Figma
- Framer X
- Git/SourceTree
- HotJar
- HTML5
- IcoMoon
- InVision
- JavaScript
- JIRA
- JustInMind
- Kendo, DC, D3, etc
- Lookback.io
- Loop11
- LucidChart
- Optimal Workshop
- Sketch
- Target Process
- UX Pin
- WorkFront
- Zeplin

EDUCATION

Bachelor of Science in Digital Media

Utah Valley University

 Aug 2007 - Aug 2012

Coursework in Business Management

Brigham Young University

 Aug 2003 - Apr 2006