

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

I am a people-focused problem solver who has been relieving customer & user pains for nearly 20 years. I have improved lives all around the world for many of the world's most successful brands, including: Nike, Walgreens, McDonalds, RiteAid, American Airlines, GE, IBM, Ferrari, Porche, Delta Airlines, & many more. I achieve impactful results through user-focused, inclusive design that eliminates waste, facilitates shared understanding, & utilizes the creative power of cross-functional, problem-focused, autonomous teams.

I am proactive, self-motivated, and inclusive. My main value proposition is my ability to help individuals, teams, and companies come together to focus on delivering improved user outcomes and accelerate their ability to provide them. I trust my team members/co-workers, invest in them, & enable an environment where all can stretch their wings, experiment, learn, & deliver game-changing value.

I have a Founder's Mindset, am constantly learning, & always looking for ways to contribute to the success of my team, company, & community. I am passionate about giving back, and can often be found writing or speaking at local schools, clubs, and meetups.



Graphic Design
11 years



UX/UI Design
9 years



Leadership
8 years



Proj. Mngmt.
6 years

EXPERIENCE

UX Consultant
Jeremy Bird Design

📅 Jun 2003 - Ongoing

Various UX & graphic 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
Utah Valley University

📅 Jan 2019 - Ongoing

Develop curriculum for, and teach a senior-level Design Studio class where the students mimic a real-life cross-functional team to evaluate & solve design problems to improve the user experience across both hardware and software.

UX Design Manager
Omadi, Inc

📅 Jun 2017 - Jan 2019

At Omadi, I founded and built a UX Design department from the ground up, increasing the overall UX Maturity of the company from "Self-Referencial" to "Centralized" in 18 months (often takes many years). Other key achievements include:

PERFORMANCE & SCALABILITY

- 15x reduction in down time (performance)
- 12x reduction in task completion time for tow truck drivers

USER EXPERIENCE & RETENTION

- 450% increase in user research sessions in 6 months (spanning multiple generative and evaluative research techniques)
- 660% increase in stakeholder participation in user research
- Shifted company focus to being outcome-driven & problem-focused

SPEED & CONSISTENCY

- Implemented design system
- 54% decrease in design time
- 72% decrease in development time

KEY SKILLS



TEAM BUILDER & LEADER

I have a track record of building & leading world-class teams and creating cultures where innovation can thrive.



CODE-SAVVY COLLABORATOR

I have hands-on experience in many front-end development technologies. This enables me to have empathy & be an effective collaborator.



EXPERIENCED PRODUCT STRATEGIST

I understand both design & business. I know how to improve users' lives in a way that also delivers on strategic business initiatives. I'm a strategic partner with stakeholders of varied backgrounds & help translate their vision into value for users.

INDUSTRIES

- Banking & Finance
- Customer Experience
- Data & IP Security
- Insurance
- Market research
- Towing

FORM FACTORS

- Android
- Augmented Reality
- Enterprise Cloud
- iOS
- Print
- Responsive (Web)

PROCESSES

- Agile
- Design Thinking
- Kanban
- Lean UX
- OKRs
- Scrum
- Tours of Duty
- XP

EXPERIENCE (continued)

Senior UX Designer

Digital Guardian

📅 Dec 2015 - Jun 2017

I was hired to oversee the UX Design of a new SaaS data security web app (built on Java and Angular.js) to not only detect but also prevent large amounts of intellectual property from being stolen, emailed, saved, or otherwise leaving approved channels. My approach has involved journey mapping, user flows, exploring usage data available to me on our legacy system, collaborating with various stakeholders, sketching, wireframes, lots of internal feedback, and getting my hands dirty with the Angular HTML templates, and SCSS in the code base.

- Ensure ease of use in technical application across large amounts of data
- Define and set up a design system and corresponding SCSS structure to ensure flexibility, maintainability, & consistency.
- Own IxD & collaborate with developers to ensure implementation matches design.

UX Designer

InMoment

📅 Aug 2014 - Aug 2015

Some of my major achievements at InMoment came from my passion for seeing the entire product design and development process through. I was highly involved in the product life cycle for our Voice of Customer software for our highest level persona dealing with hundreds of thousands of comments/surveys monthly. I was the facilitator to help the team understand, identify, rank, and solve the biggest pain points our persona was facing. Ethnographic and usability research, and creating usable data visualizations were big areas of focus as were problem surfacing algorithms.

- Reduced insight processing time from 1 week to 20 minutes.
- 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

📅 Mar 2014 - Aug 2014

Oversee & manage User Experience and Interaction Design for all online/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 size products.
- Provide UX perspective & feedback as a part of cross-functional teams on company wide projects.

UX Designer

Survey Sampling International

📅 Jun 2013 - Mar 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.

EDUCATION

B.S. in Digital Media

Utah Valley University

📅 2007 - 2012

Coursework in Business Mgmt

Brigham Young University

📅 2003 - 2006

UX TOOLS

Brainstorming/Workshop Techniques

- 5 Whys
- 6 Thinking Hats
- Affinity Diagramming
- Brain Writing
- Charrette
- Design Critique
- Design Studio
- Driver Analysis
- Figure Storming
- Forced Connections
- Gap Filling
- Google Design Sprint
- Hypothesis Statements
- KJ Analysis
- Mind Mapping
- Problem Statements
- Proto Personas
- Rapid Ideation
- Reverse Brainstorming
- Reverse Thinking
- Role Storming
- Round Robin Brainstorming
- S C A M P E R
- Starbursting
- Step Ladder Brainstorming
- Story Mapping
- Storyboarding
- Trigger Storming
- What If" Brainstorming
- Wishing Brainstorming
- Zero Draft

Generative User Research

- Clickstream Analysis
- Contextual Inquiry
- Customer Feedback
- Data Mining/Analysis
- Diary/Camera Studies
- Email Surveys
- Ethnographic Studies
- Focus Groups
- Intercept Surveys
- Open Card Sorting
- Participatory Design
- Stakeholder Interviews
- User Interviews
- Visual Analytics

Evaluative User Research

- 5-second test
- A/B testing
- Closed card sorting
- Confidence Level Calculations
- Paper prototype tests
- Usability Benchmarks
- Usability Testing
 - In lab
 - Moderated remote
 - Unmoderated remote

SOFTWARE

- Abstract
- Adobe C.C.
- Adobe XD
- AppSee
- Axure RP
- Balsamiq
- Bootstrap
- Cacao
- Confluence
- CSS3/SCSS/LESS
- Framer X
- Git/SourceTree
- Hotjar
- HTML5
- IcoMoon
- InVision
- JavaScript
- JIRA
- JustInMind
- Kendo, DC, D3, etc
- Lookback.io
- Loop11
- LucidChart
- Sketch
- Target Process
- WorkFront