

I help orgs build better UX teams & UXers build better careers.

I'm a UX Design & Research leader specializing in helping software design teams enable significant outcomes for businesses across Consumer, Enterprise, and B2B environments. I've started and grown Product Design & User Research functions from the ground up, helped scale mid-size companies, and managed design teams at Fortune 25 brands.

My teams have generated millions of dollars in revenue, had direct influence on closing record-setting deals, won back lost contracts, and been responsible for double-digit retention growth. My experience spans many different industries including: A/B Testing, Contact Centers, CxD, CX & VoC, Data Science, Data Security Analytics, eCommerce, Fin Tech, Sports Management, Towing Management, & more.



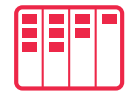
**Visual Design**  
21 years



**UX Design**  
13 years



**Leadership**  
6 years



**Proj. Mngmt.**  
7 years

## EXPERIENCE

### UX Manager, Contact Center

📅 2022 - Current

Home Depot

Leading Product & Conversational Design for both customers & contact center associates utilizing IVR, AI, UI, & Voice Interface technologies.

#### PRODUCTS SUPPORTED:

- AI-driven phone system (IVR)
- AI-driven ChatBot
- "HOME" Internal Contact Center (UI) software platform.
- Conversational Design System

#### RESULTS:

- Prevented 768k returns-related phone calls per year from being transferred to stores.
- Recovered \$150M per year in fraudulent returns.
- Generate \$89M in Net New Revenue (sales enablement experience)

### Senior UX Manager, Data Science

📅 2020 - 2022

Target

I built & led a team of UX (Product) Designers of multiple levels who were responsible for the design of highly-technical internal data science tools.

#### PRODUCTS SUPPORTED:

- Data Movement tool responsible for 3 trillion data transfer events monthly.
- Data Asset catalog of millions of data assets across many different types.
- Data Visualization & Reporting platform used by employees and vendors.
- A/B, Ramp, & Campaign testing tool used to test & validate billion-dollar design decisions on Target.com and Target app.

#### RESULTS:

1. 56% reduction in A/B Test creation time.
2. Outlined & piloted new hiring standards for UX roles resulting in significant increases in both quality & efficiency of new hires.
3. "Jeremy has brought the DS cross-functional teams together, redefined our working agreements, and helped us align expectations across groups."

## LEADERSHIP PHILOSOPHY



### Enablement rather than enforcement

- A leader should inspire.
- They should set a clear vision.
- They should make connections for their team.
- They should clear obstacles.

I enable teams to do their best work, but recognize that the responsibility for doing the work belongs with the team. **Giving autonomy & respecting individual design approaches while requiring accountability is my management philosophy.**

I hire great people with the skills & background to solve problems, give them the tools, guidance, & training they need to succeed, & then stay out of their way. Push accountability & decision making as far down the chain as possible creates a team of leaders.

## 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

## EXPERIENCE (continued)

### Head of UX & Product Design

📅 2019 - 2020

Arbiter Sports

Led 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 games. Established user research panel, and made user research a regular part of the design process.

#### PRODUCTS SUPPORTED:

- Registration & Eligibility Management platform used by High School & NCAA officials & governing bodies.
- Payment & Game Scheduling platform used to pay thousands of officials.
- ArbiterSports Mobile App
- Internal Design System (was responsible for design & implementation)

#### RESULTS:

1. 50x reduction in # of eligibilities & registrations needed to collect signups from hundreds of thousands of college / high school officials.
2. Solidified relationships with 1200+ schools across 11 states.
3. Directly enabled the signing of the 2nd biggest deal in company history.
4. Improved the user experience so much that customers simplified their own internal workflows to be able to get on new platform sooner.

### UX Design Manager

📅 2017 - 2019

Omadi, Inc

At Omadi, I founded and built a UX Design department from the ground up, set up a design system, & established a user research program.

#### PRODUCTS SUPPORTED:

- Towing Management Platform used by towing companies to manage all aspects of their business
- Auto-dispatching platform used by enterprise-level clients to transfer & schedule huge batches of towing jobs at once.
- Mobile App used by tow truck drivers to receive, manage, and report status of jobs.
- Internal Design system for Web & Mobile.

#### RESULTS:

1. 15x reduction in down time (performance)
2. 12x reduction in task completion time for tow truck drivers
3. 45x increase in user research sessions in 6 months

### Senior UX Designer

📅 2015 - 2017

Digital Guardian

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.

#### PRODUCT SUPPORTED:

- Data Security Analytics & Reporting Platform (designed from ground up)

#### RESULTS:

1. 157% increase in threat detection efficiency
2. Discovered & mitigated risks of "WannaCry" virus in minutes
3. Enabled connections & reporting that were previously impossible

## DESIGN LEADERSHIP SKILLS



### TEAM

- Allocation & Prioritization of resources
- Career Coaching
- Hiring Strategy
- Org Design
- Pair designing
- People development
- Performance reviews
- Skill Assessments
- Succession Planning
- Team gap analysis
- Team structure strategy



### ORGANIZATIONAL INFLUENCE

- Outcome & Impact sharing
- Business Case Pitches
- Employee experience improvements
- Product Portfolio Strategy
- Recognition Initiatives
- Representing design in leadership circles
- Political Capital Development



### EXECUTION

- Design Critiques
- UX Metrics
- Design Operations
- Design Quality Standards
- Relationship Building
- Guide IC work / coaching
- Pilots, tests, and scaling of prototypes
- Prioritization / Focus
- Process Development
- Product launch strategy
- Project Management
- Resilience
- Team Working Agreements



### VISION

- Demonstrate business impact of design
- Facilitate cross-functional strategy & dialogue
- Inspires innovative thinking
- Long-term experience vision
- Quality definition
- Set & guide OKR definition

## PRODUCT DESIGN SKILLS

#### Rating Scale

What is your level of mastery?



#### Current Status

Which areas are strengths vs interests?

