

June 7, 2020

Re: Lead UX Architect

With years of experience owning the user journey for software products, and a passion and background in user-centered design, I found a calling to the responsibilities listed in your open Lead UX Architect position. While my past experience is varied, I found a correlation with these specific accomplishments:

- Took the initiative to lead and launch the first successful digital Styleguide and Design System at HP, and a leader in the Design System Governance Board at Visasat. Completely committed to building consistent and reusable user experiences through the use of Design Systems.
- Be the user champion at the table; drove Product and Engineering to prioritize the user experience.
- Organically grew our Design System eventually gaining full-coverage on web, mobile, and desktop. Defined and enforced consistent brand personality, styleguide, and design principles for components.
- Lead a complete user journey redesign for our desktop Platform while considering the re-usability of components for mobile. Using interactive prototypes for this effort resulted in pixel perfect delivery.
- Lead a process change to consider internationalization and localization earlier in the design process resulting in a significant drop in translation defects and an improved experience for non-english users.
- Conducted a microbusiness user research study to target a new business model for small businesses. Created new landing pages, experiences, and components directly targeting those new user personas.
- Coordinated work streams for design resources to support weekly Agile SDP releases by Engineering. Developed a model for how our Engineers would consume a Design System in a CI/CD environment.
- Conducted usability studies on every single element for the initial user touchpoint of our Platform. Relentlessly tested UI/UX that effected customer dropoff resulting in lift throughout our user flows.
- Participated in Design System governance reviews; be a gatekeeper for what elements are folded into the larger component library and what are authorized to diverge from the published standard.
- Relentlessly focused on making sure individual elements, pages, and content conform to UI/UX principals but also fit within the entire user journey. Always considering the bigger picture in designs
- Experience driving diverse, agile, globally-distributed, cross functional teams toward a goal by providing a positive outlook and clear direction; be the go-to source for information and direction.

Seeing such similarities to the work I've accomplished and your current open role makes me excited at the prospect of coming in and hitting the ground running. Being able to onboard quickly and start working effectively in the Lead UX Architect role is the reason I chose to apply to this exact position. I feel my background and the way you work are very much in line, which makes me thrilled at the prospect of working at ServiceNow.

Please see my resume attached. Thank you for your consideration, and I look forward to speaking with you soon.

Respectfully,
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Product Owner with over a decade of experience in all facets of producing and managing complex websites, web applications, and enterprise platforms; a proven deliverer.

“A talented designer with expertise in user experience & interaction; able to define the vision of a software product and translate strategic goals into requirements. A broad technical background that is leveraged to prioritize software functionality and services to fit customer needs.” – Stan McDaniel, Director of Engineering HP Instant Ink

Experience creating complete web-based solutions; from the concept and usability, to the design and experience, coding and interactivity, and finally the delivery and scale. Thrives in a challenging work environment and excels at managing a team. Used an Agile Software Development Process to manage or maintain various SaaS products and Cloud-based platforms.

EXPERIENCE

PRODUCT OWNER, VIASAT

2020 - PRESENT

- Responsible for Global Business Solutions Platform (B2B, B2B2C)
- Transitioned a multitude of legacy tools into a comprehensive platform for all customer touchpoints
- Redesigned the customer enrollment experience for business internet solutions (ViasatBusiness.com)
- Redesigned and managed the Retail, Resale, and Wholesale sales portals and tools (web & mobile)
- Redesigned and managed the Installer Field Tools Mobile application (iOS, Android)
- Created experiences to delight the customer and drive Global Business (B2B) sales growth
- Participated in the Viasat Design System governance board
- Defined processes, flows, and guidelines for reusable components across multiple Platforms

PRODUCT OWNER, HP

2017 - 2020

- Responsible for managing InstantInk.com and customer enrollment funnel (Web & Mobile)
- Launched an enterprise Design System for our B2C cloud-based Platform
- Served as the voice of the customer, maintain a customer-first approach in every decision
- Worked with Business stakeholders to translate rough requirements into deliverable software
- Worked closely with Design Department to refine UI/UX and implement User-Center Design
- Worked with dozens of Global stakeholders (internal & external) to support 22 country/languages; launched partnerships with Amazon, Best Buy, Staples, Dixons, Kalunga
- Worked with Marketing & BI to hypothesize and track pilots that scaled into successful solutions
- Owned the schedule and Backlog for simultaneous week-long and multi-month feature releases
- Managed complex refactors while maintaining a stable codebase for our 6 million customers
- Performed as the Product Owner using a rapid (1-week Sprint & releases) Agile SDP

PRODUCT MANAGER, MOEBIUS SOLUTIONS

2010 - 2017

- Championed the redesign of legacy software products and implemented user-driven development
- Managed and created PM & Agile artifacts such as the project objective/vision, Roadmap, and Burndown charts
- Performed as the Product Owner using an Agile Software Development Process

PROJECT MANAGER

- Served as a liaison between clients, executives, stakeholders, and the development team
- Scheduled and facilitated Agile meetings (Scrums, Client Demos, Sprint Planning, Review, and Retrospective)
- Performed as the Scrum Master using an Agile Software Development Process

USER INTERFACE SPECIALIST

- Responsible for creating user-centered designs for web-based applications on DoD contracts
- Composed Web Design Standards documents, conducted usability tests, and performed 508 and accessibility compliance analysis
- Redesigned, launched, and managed over 150 websites for the United States Marine Corps

WEB DEVELOPER, BizX

2010

- Redesigned websites within Drupal, customized Views and Modules, integration with existing business systems

PROGRAMMER ANALYST II, UCSD

2009

- Redesigned existing sites and created new sites within the Drupal CMS, customized Modules and Themes

EDUCATION

MS COMPUTER INFORMATION SYSTEMS

2015

BOSTON UNIVERSITY Web Application Development Concentration, 3.85 GPA

BS WEB DESIGN & INTERACTIVE MEDIA

2009

THE ART INSTITUTE OF CALIFORNIA - SAN DIEGO 4.0 GPA

SKILLS

- Product Owner / User Champion
- Product & Project Management Artifacts
- Agile / Scrum / Kanban / SAFe / Nexus
- Jira / Confluence / Azure
- Office 365 / Adobe Creative Cloud
- Sketch / XD / Zeplin / InVision / Abstract
- Cross-functional Leadership & Influence
- Global Stakeholder Relations
- Teamwork / Communication / Adaptability
- Responsive Design (mobile, tablet, desktop, app)
- UI & UX / Design Thinking / User-centered Design
- SDL & TDD & CI/CD