

WHO I KNOW

[NAME]
[TITLE]

I met [NAME] while working at [CO.]. I was responsible for getting [CO.] to generously donate and support the valiant and important efforts taking place over there at [CO.]!

RECENT TALKS & PUBLICATIONS

PODCASTS



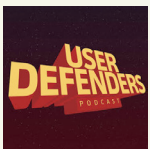
011: Your Mess is your Message (*Making UX Work*)



030: Don't be a Tooler, but a Learner (*Hacking UI*)



Jason Ogle: The Defender of Users Everywhere (*UX Hustle*)



Empathy as a Design Superpower (*User Defenders*)

PUBLICATIONS



What is User Experience Design?

UI vs. UX

WHY I WANT TO BE HERE

When I first heard about [CO.] after [NAME's] powerful and emotional appearance before Congress, I have been keeping a pulse on the careers page for such a time as this to discover when there might be a need for someone with my particular set of skills as an experienced UX Designer. As a father of 6 (including 4 young girls), I can't think of a more noble and heroic cause and mission to hang my hat upon every single day. Let's get to to work!

HOW I CAN ADD VALUE

I'm human, not dancer. I'm a growth-minded, avid reader and listener whose vehicle is a rolling university. I'm a highly-innovative and strategic design leader with a focus on growth and conversion. I'm a passionate user defender who fights for the users who are victims of bad design decisions. I'm an influential podcaster who uses the enchanting magic of audio to inspire and equip an audience of hungry and ambitious designers. I'm an evocative (often contrarian) writer who believeth in the power of the written word. I'm a confident, highly self-aware servant-leader who believes that humans are so much more than resources. I'm a loving husband to the same spouse for 20 years and counting, and father of six on earth (which speaks to my leadership abilities), and one in heaven (which speaks to my deep capacity for empathy).

WHERE I'VE BEEN

Senior UX Designer @ National CineMedia | Noovie (9/13 – 1/20)

- Innovator, UX/UI Designer, Researcher, Stakeholder for the entire lifecycle of our important digital Movie Release Calendar product
- Design system creation for screening invite campaigns and accelerated asset handoff cutting production time by 90%
- Led UX Research for the redesign of our most important arcade asset

Founder, Host & Producer @ User Defenders: Podcast (6/15 – Present)

- Consistently in the top 3 iTunes search results for *UX* and *UX Design*
- Guests include industry legends Seth Godin, Nir Eyal, Jeffrey Zeldman, Laura Klein, Alan Cooper and Denise Jacobs
- 30,000 downloads/mo (and counting)
- Growth has been entirely organic/viral as I've yet to pay for one ad

Senior UX Designer @ RealtyTrac (7/10 – 6/12)

- Designed agent lead page that increased leads 178% within 3 days
- New Free Trial design saw a 10-12% lift in conversions and 100+% in instant subscribers
- New My Account design achieved a 22% lift (\$12K/mo) in reactivations

Additional experience & recommendations can be found on my [LinkedIn](#) page.

WHAT I'VE LEARNED

User Experience & Usability

Certification @ Cal State Fullerton (2013)

Graphic Design & Visual Communications

Certification @ Learning Tree University (2000)