



I'm passionate about improving product experiences for users by listening to what they have to say, watching what they do and telling stories to solve problems. My track record with product design and user experience is proven, having been part of several successfully acquired startups and large Enterprise software and retail organizations. By taking a hands on, agile and iterative approach within development and creative teams, I'm able to deliver products that captivate users.

My strengths include ideation, wireframing, interactive prototyping, product design, research, team building and leadership. Learn more at [uxwes.com](http://uxwes.com).

## SUCSESSES

### **AdventHealth**

User Experience Manager  
September 2019 - Present

Grow, mentor and collaborate with team of user experience designers and researchers to create on-brand, high-impact mobile and web-based consumer and enterprise experiences based on user needs, business requirements, and priorities for AdventHealth's Digital Group.

### **The Home Depot**

Senior Enterprise User Experience Designer  
June 2018 - September 2019

Partner with product managers, software engineers and other enterprise UXers to design intuitive experiences based on user research that's validated with usability testing before production deployment. There's a continual focus on delivering meaningful and frictionless experiences by connecting the physical store to the digital world while putting the customer and front-line associates before everything else.

### **Hitachi Vantara | Pentaho Corporation**

(Acquired by Hitachi Data Systems - June 2015)  
Director of User Experience | UX/ID Designer  
November 2005 - June 2018

Lead, direct, grow and mentor designers and writers focused on defining the user experience for Pentaho's Enterprise Business Analytics & Big Data product suite. Applied agile scrum methodologies to conduct research, outline workflows, direct user interface design and documentation, conceptualize wireframes, build interactive prototypes and high fidelity product designs for co-located and remote development teams.

### **Hyperion Solutions**

(Acquired by Oracle)  
User Interface Designer  
March 2002 - November 2005

Establish, plan, and direct the user interface design for Hyperion's Enterprise Business Intelligence software. The global engineering and product management groups relied on my interaction standards, design guidelines, prototypes, and specifications for road map execution.

### **Keyola Corporation**

(Acquired by Lawson Software)  
User Interface Design | Senior Designer  
April 2001 - March 2002

Define and direct the user interaction, visual design and marketing for Keyola's event-driven notification and alerting platform, while insuring OEM rebranding and translation needs were met. This was accomplished by delivering wireframes, low & high fidelity concepts, and all marketing collateral including print, web, and other digital media.

### **Appsource Corporation**

(Merger of Arbor Software / Hyperion Solutions)  
User Interface Designer | Senior Designer | Marketing  
November 1998 - April 2001

Interface design and marketing for Appsource's end user analysis application, Wired for OLAP. Product design included wireframing, prototyping, iconography and theme creation leveraging HTML and CSS. Marketing activities included brand development, evangelism, event planning, and collateral design of web properties, sales kits, trade show exhibits, and more.

### **See more on LinkedIn**

#### **Internet Access Group, Inc.**

(Acquired by Earthlink)  
Director of Creative Services  
March 1996 - November 1998

#### **Wal-Mart Stores, Inc.**

Art Director / Designer  
March 1995 - March 1996

## TOOLS OF THE TRADE

### **Design & Prototyping**

Figma, Sketch, Axure RP,  
Adobe Creative Cloud,  
Invision

### **Productivity**

Microsoft Office,  
Google Apps for Work,  
Atlassian JIRA

### **Also experienced with**

Agile/Scrum, HTML, CSS, Survey Monkey,  
UserTesting.com, Google Analytics,  
Mixpanel, Salesforce.com, Marketo

## EDUCATION

University of Central Florida  
Advertising / Public Relations, Bachelor of Arts 1994

## ACTIVITIES

Active member and contributor to Downtown Orlando UX (DOUX) & Atlanta's IxDA meetups  
Marathon, road racing, and adventure trail running  
Awarded honors for original pieces (Maitland and Winter Park art festivals)  
Strong background in fine art using acrylics, sculpture and other mixed media

View my portfolio at [uxwes.com](http://uxwes.com)

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