

## “ Summary

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### CLEAN, CRISP, AND CLEAR DESIGN

As a senior level practitioner of user-centered design, I have been designing experiences across multiple platforms and touchpoints for over a decade. I pride myself on evolving design based on the user's actual interactions, rather than their expected behavior.

I have expertise in formulating the UX strategy and interaction design of complex applications. I know how to conduct stake-holder meetings that incorporate; design thinking-lead exercises, rapid prototypes, and user testing methodologies. Balancing the business needs with the user motivations, I strategically and tactically lead product design teams into quickly building a shared project vision and direction.

My experience in application design includes: web applications, learning management systems and machine learning to responsive design, augmented reality and software as a service. With a firm understanding and ability to do sophomore level frontend development myself, I know and understand how to work with developers in an agile workflow and pepper in user testing as we move forward. I have helped design and strategize for both consumer and enterprise applications.

I am currently employed as a consultant at Blink UX - performing UX strategy, interaction design and user research.

## 🏆 Awards & Honors

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### **2016 SXSW Interactive Workshop** - *confirmed host*

These sessions offer in-depth, hands-on education on a variety of subjects.

[http://schedule.sxsw.com/2016/events/event\\_PP47070](http://schedule.sxsw.com/2016/events/event_PP47070)

### **2011 Tech & Learning Award of Excellence**

Pearson - My World History

<http://www.techlearning.com/article/awards-of-excellence/52051>

## Professional Experience

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### **Sr. Interaction Designer**

*BlinkUX*

**April 2015 – Present**

Seattle, Washington

Blink is a user experience research and design firm specializing in digital products. We ask the right questions to understand your product and the people who use it. Powered by our research, we design solutions that are efficient, meaningful, and delightful.

- Evaluate client's functional and business requirements.
- Usability evaluations of existing systems and competitive research.
- Interaction design, information architecture, system vocabulary, task flows, workflows, navigation systems, and detailed wireframe prototypes.
- Develop HTML and Axure based prototypes for usability testing.
- Conduct primary and secondary user research to evaluate user needs.
- Documenting screen-level interactions.
- Present and justify designs to clients on a regular basis.
- Create project-specific user experience guidelines to assist clients future design decisions.
- Working with content writers, visual designers, and software developers to ensure a smooth transition of design into development.

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### **Sr. UX Designer**

*Vertafore*

**March 2014 – April 2015**

Bothell, Washington

Vertafore is a top provider of software for the insurance industry. Vertafore creates award-winning solutions to boost productivity, lower costs and help agents and carriers grow their businesses.

- Estimate the Interaction Design effort involved in a project
- Produced both HTML and Axure based prototypes to demonstrate concepts and interactions
- Conducted user testing and research
- Work closely with product and business teams to assist in research & requirements gathering; supporting product strategies, competitive analysis, user profiles, and scenarios or other research as applicable
- Create customer journeys, ecosystem diagrams that account for different users, channels, and phases within multiple contexts
- Create a user interface style guides for a suite of integrated products
- Serve as a champion of user experience and ability to understand user interface design principles as they relate to desktop applications and mobile

## ... Experience Continued

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### **Sr. UX Designer**

*Pearson North America*

**June 2004 – March 2014**

Chandler, Arizona

Educating 100 million people worldwide, Pearson is the global leader in educational publishing, providing scientifically research-based print and digital programs to help students learn at their own pace, in their own way.

*Positions Held With-In Pearson*

**2011-2014 | Sr. UX Designer** for Next-generation Learner Applications

*Pearson North America*

- Responsible for conception and design of the user experience for several educational products in Pearson K-12 & Higher Education U.S. & Canadian Markets
- Produced many rapid prototypes to demonstrate concepts and flow
- Interface design, illustration and animation for major educational software releases

**2009-2011 | Lead UX Designer** for Cross Line Product Development Services

*Pearson School*

- Managed a group of 3 UX Designers
- Responsible for conception and design of the user experience for several educational products in Pearson K-12 U.S. Markets
- Interface design, illustration and animation for educational software and mobile apps.
- Responsible for design and conception of interactive games

**2007-2009 | Sr. UX Designer** for Cross Line Product Development Services

*Pearson School*

**2004-2007 | UI/UX Designer** for Cross Line Product Development Services

*Pearson School*



## Education

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### **UNIVERSITY OF ADVANCING TECHNOLOGY**

Phoenix, AZ

**Bachelors Degree in Multi Media**

Emphasis on Digital Animation Production

### **ART INSTITUTE OF PHOENIX**

Phoenix, AZ

**Associates of Applied Science**

Emphasis on 3D Animation Production



## Personal Websites

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### **UX Design**

<http://tomcolumbus.com>

### **Art Blog**

<http://tc02net.tumblr.com>