THOMAS DONEHOWER

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"I enjoy applying UCD and Agile methodologies to create extraordinary products."

10+ years delivering business outcomes through user experience excellence

| ACTIVISION | CISCO | VERIZON | SONY | AON | SAMSUNG | BCBS | HP | SUBARU | MATTEL | INTEL |

EDUCATION

St. John's College Annapolis, Md

- Bachelor's, Science & Mathematics, Philosophy, Classical Literature, Classical Languages
- Certified in online testing and landing page optimization by MECLABS
- Completed Adaptive Path's UX Intensive training

ACHIEVEMENTS

- Activision UX redesign awarded CRM Magazine's Service Elite Award
- Established and sold custom e-commerce platform to Right Start, Inc.
- Led strategy and UX for 200+ digital engagements
- Established UX agency and grew to 2MM in revenue

CAPABILITIES

- 10+ years user experience design experience for software and web applications that leverage emergent technologies, consumer electronics, mobile devices and set-top boxes/Smart TVs
- Adept at managing and leading product teams including engineers and designers to deliver high-quality solutions
- Expert understanding of UCD and Agile methodologies including Scrum, Lean/MVP practices
- Create all manner of UX deliverables including business cases, competitive and market analyses, personas, mental models, site maps, wireframes, user flows, user stories, journey maps, user research, usability testing, functional specifications, and rapid prototypes for desktop, mobile/responsive, and emergent platforms
- Perform in-depth analysis with leading analytics platforms and design A/B and multivariate tests to improve performance, engagement, conversion, and retention outcomes

EXPERIENCE

Conversion Logic   2015

User Experience & Product Lead

- Led product team of 6 and implemented weekly sprints to deliver key features of product roadmap
- Revamped agile/scrum methodologies, maintained and prioritized product backlog
- Defined and documented business requirements, UX and UI for all product features
- Implemented rapid prototypes and customer feedback sessions to inform product strategy

Xperience Interactive   2009-2015

Director of User Experience

- Established agency and grew to 2MM in revenue
- Led strategy and user experience for over 200 digital engagements including commercial CMS-driven websites, web applications, and mobile applications for iOS and Android

EXPERIENCE CONTINUED

Studiocom   2008-2009

Director of User Experience - Los Angeles

- Oversaw and provided UX strategy and deliverables for engagements with Mattel, Nestle, and American Greetings

UX Concepts   2007-2008

Director of User Experience

- Established user experience consultancy delivering interactive strategy, information architecture, and user experience design

Blue Lava Group   2005-2007

VP Product Development

- Established the strategy, UX, and UI for 6 online stores
- Defined functional requirements and developed wireframes using Visio and Axure RP Pro
- Developed a portfolio of functional enhancements accounting for 1MM in additional revenue

Euro RSCG/Havas Worldwide   2002-2004

Director of User Experience - Life Sciences

- Oversaw the strategy, UX/UI, usability, and accessibility for engagements with leading pharmaceutical manufacturers including Pfizer, Novartis, Aventis, GSK, and Genentech
- Created and presented strategic and UX deliverables including competitive analyses, site maps, wireframes, functional specifications, and prototypes articulating how the proposed user experience addressed user needs and strategic objectives
- Designed and led workshops to educate stakeholders on the fundamentals of user experience
- Developed proprietary user experience audit process capturing 150k in additional revenue and 1MM in new business

SKILLS/TOOLS

- Tools/Skills: Axure RP, Omnigraffle, Adobe Cloud, Google Analytics, Adobe Analytics, Powerpoint/Keynote, HTML, CSS, Javascript, Wordpress, Atlassian Agile Suite