

Gary Bacon

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A Senior User Experience Designer & Researcher designing products with a focus on Human Centered Design. This includes web applications, enterprise content management solutions, mobile apps, design of civic digital services, B2B & B2C eCommerce platforms with custom workflows, and results-focused experiences for government agencies, corporations, and non-profit organizations.

Certifications

- Nielsen Norman Group (NN/G) UX Certification ID-1046095 - Specialty: UX Management
- Salesforce UX Designer Certification
- Salesforce Strategy Designer Certification
- SAFe Agile Practitioner

Experience

IBM, Senior UX Designer & Researcher

December 2021-Present

Bethesda, Maryland (Remote)

United States

- Orchestrated design efforts for automation to manage a military branch's equipment, deployment, personnel, and maintenance needs while coaching 3 designers across 6 Scrum Teams and contributing to the creation of high-quality mockups/prototypes that aligned with user workflows and goals. Continued to review team designs.
- Created high fidelity mockups for an enterprise-scale workforce management software's community website, which enabled the client to better manage customer service engagement for their support needs.
- Created the user flow, mockups, and interactive prototype for a major telecommunications giant that allowed the end user to easier manage their corporate accounts, spend, and forecast costs. The solution matched branding guidelines and integration was seamless to the end user, which resulted in improved productivity.
- Created a custom design system in Figma using auto-layout components that support interface patterns for custom-developed features for the Salesforce platform. The library is used by the entire Salesforce design team.

Tatango, Senior UI/UX Designer

October 2021-December 2021

Baltimore, MD (Remote)

United States

- Consolidated and created a design system that matched the application's re-brand efforts, which resulted in a more unified design in the output of development work on projects across Sprint Teams.
- Created user research guidelines that enabled the Product Management team to identify features based on the needs of the customer and leveraged those insights to streamline product development.

TISTA, UX Lead

October 2020-October 2021

Rockville, MD (Remote)

United States

- As UX Lead, on a contract for the Veterans Health Administration, planned design project work both for design and user research and coordinated tasks across multiple Program Increments for UX Designers on our team
- Created and implemented User Research Plan guides for initial and ongoing Discovery with inclusivity in mind, utilizing best practices and methods from 18F guides, Digital.gov, and GSA handbooks. Compiled the research to show lessons learned, new concepts, and pain points that could be improved upon.
- Championed the US Web Design System and accessibility standards across multiple product teams on the project. Coordinated and coached developers in engineering on implementing accessibility solutions in the code.
- Reviewed and contributed to UI/UX designs within Figma for the web application
- Maintained public trust security clearance.

Guidehouse, Senior UX Designer & Researcher

February 2019-October 2020

Annapolis-Junction, MD

United States

- On the IDOS contract for the Center for Medicare & Medicaid Innovation at CMS, facilitated two Human Centered Design training sessions with Business Analysts and other User Researchers. Conducted and facilitated User Research for the Salesforce Connect Platform, and created high-fidelity wireframes & mockups for the Health Data Reporting Platform
- Promoted the US Web Design System and accessibility standards across multiple Scrum Teams
- On the Cyber QSMO project for the Department of Homeland Services, managed user experience research for the web application, created a research plan, and facilitated stakeholder interview sessions. Planned, and proactively defined requirements for the project's web application. Defined project details, including budgeting for development sub-contractors & business analysts, and advised stakeholders on the technical aspects of the project.
- Maintained public trust security clearance.

TESSCO Technologies, UX Design Lead

December 2015-February 2019

Timonium, MD

United States

- B2B eCommerce - The launch of the re-branded and newly designed website increased the retail business unit's sales by 30% and resulted in a promotion on the Executive Team for retail. Created the design system, website's style guides, low and high-fidelity wireframes, and an interactive prototype for the company's B2B e-commerce platform. Guided the creation of and maintained the front-end codebase. Had a successful launch and continued to iterate on the product by using AB testing, usability testing, and analytics to guide decisions.
- B2C Touch-based eCommerce - Created a touch user interface for another cart project to be used in retail stores. The interface accounts for iPhone, Tablet size, and screens the size of a touch HD TV display.
- On the Ventev mobile project, guided the team to establish a design system, user journey, wireframes, and an interactive prototype for the company's branded mobile accessories e-commerce website. Guided selecting WordPress as the platform. Leveraged the businesses' existing Amazon presence and integrated Amazon product fulfillment using WooCommerce and Stripe for payment processing

Stansberry, Senior UI/UX Designer

March 2014-December 2015

Baltimore, MD

United States

- Composed and implemented web product roadmap, outlined new features, spearheaded the update of their backend which is based on WordPress, and included an automated email content delivery via a custom WordPress plugin. Created and maintained a design system for front-end and back-end developers to use, which ensured visual consistency across the platforms.
- Stansberry Research Website - Updated design from outdated aesthetics to modern responsive design standards. This website is the primary delivery method for publication subscriptions.
- The Crux - Created high fidelity responsive mockups and prototypes which after it's launch resulted in the most visited website in company history for any publication. Integrated advertorial pieces, A/B tests for UI components, and marketing promotions.
- Annual Conference - Architected, designed, and developed a custom WordPress theme for their conference.
- Direct Line iOS and Android Apps - Designed mockups, prototypes, and requirements for their real-time investment app. The app showcased the top used feature of their most popular publication, increased user engagement with the publication, and quick access for the user.

Videology, Senior UI/UX Designer

June 2012-March 2014

Baltimore, MD

United States

- Platform Design and Branding - Based on the central idea of connected technology as represented by a circuit board and nodes with a consistent look to each product's branding. Designed, iterated on, and maintained the interface for products: campaign engine, revenue engine, and audience engine.
- DSP Platform P&G Theme - Created high fidelity mockups for the Demand Side Platform based on Proctor & Gamble's branding guidelines. The platform allowed users to comb through the details of their video ad campaigns, filter based on ad segments, and view an overall dashboard of each campaign's performance.
- Design Systems - Created, and iterated upon, a new process to distribute a User Interface Style Guide for developers within the company. The images embedded in the guide retained layers, yet represented each component. Included relevant front-end code, the purpose of the component, and visual examples. Created design patterns and unified front-end code using SASS. Evolved the platform's design to be able to handle over 30+ clients' branding, be touch compatible for tablet devices, support multiple languages in the UI, and present vast amounts of data in an easy-to-understand interface.

Medifast, Senior Web Designer

February 2011-June 2012

Owings Mills, MD

United States

- Task Management Web App - Designed high-fidelity mockups, front-end code, and developed a PHP/MYSQL based responsive task management web application for web requests coming into Marketing. Using the Wufoo API and custom code, the application imported data from an existing "work request" form. It allowed users to be assigned to tasks, update their progress, and remove items as completed.
- Improved E-Mail Marketing - Introduced a new design template for email marketing campaigns. With the results of A/B testing, data-informed decisions which shifted the concept from a text-heavy newsletter style to a more concise email. The winning design had less copy, better imagery, and a focused message, which increased conversion from 3% to greater than 12%.

President and Web Designer - April 2008-February 2011

Art Director - New Signature - April 2007-April 2008

Skills

Design: Product Design, Consulting, Design Leadership, Discovery & User Research, User Flows, Journey Maps, Personas, Design Systems, Graphic Design, Interaction Design, Accessibility & 508 Compliance, Low to High Fidelity Design & Prototyping, Information Architecture, Agile Methodology, Google Analytics, HotJar

Tools: Figma, Sketch, Zeplin, Invision, Adobe Creative Suite, Mural, Webflow

Technologies: HTML, CSS, SASS, Javascript, Liquid for Ruby on Rails, Git, Git Flow, WordPress, Salesforce, AWS