

WILL PHILLIPS

UX.WillPhillips.org — Veteran UX research and product strategy professional with experience in agency, consultant, and in-house settings as a manager, team of one, and senior team member.

Key Skills: Quantitative and qualitative research plans, discovery, usability testing, product metrics, Design Thinking workshops, ResearchOps, leading UX teams, hiring and onboarding, vendor management, P&L, mentoring junior team members, stakeholder communications

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EXPERIENCE

UX Research Consultant

Aquent Studios / *client* John Deere
2022-2024

Lead complex product discovery efforts from research plan creation through synthesis & MVP workshops. — Mentor UI designers in UX Research best practices. — Introduce evaluative research and user testing methods such as usability testing, five second tests, user interviews, product metrics, etc.

UX Research Manager

Ibotta
2022

Lead, mentor, and hire UX researchers. — Manage six-figure budget, P&L, & vendor licenses. — Introduce best practice UXR methods such as UMUX surveys, usability testing, ethnography, & heuristic reviews. — Player-coach responsibilities for strategic research and discovery efforts.

Senior Product Strategist

Bayer Crop Science
2019-2022

Create a discovery framework for enterprise scale internal products. — Develop and implement an OKR & product metrics program across ten teams, allowing these product teams to better engage with and prove ROI for strategic goals. — Conduct mixed-methods UX research. — Mentor junior UX team members. — Act as UXR SME for designers, PMs, and business stakeholders.

UX / Product Consultant

Freelance and Contract
2017-2019

Conduct product discovery and research activities with client senior leadership — Coordinate client design teams — Hire subcontractor designers and developers. — Establish UX ways of working such as usability testing, design sprints, backlogs, design systems, etc. — Companies included PBA Health (pharmaceutical B2B user research & strategy), YRCW (UX consulting), Veracity Consulting (UX business strategy & client consulting), and UniGroup (mixed-methods UX research & information architecture).

Associate Director, Experience Design

VML
2016-2017

Managed UX on an account with a \$1.5mm+ budget. — Responsible for early stage project discovery & planning through UX/UI efforts on enterprise-level websites, mobile apps, and multi-channel digital rollouts. — Lead client presentations, workshops, and design sprints with clients and other vendors. — UX department role included two direct reports, while account engagements varied from solo UX practitioner to five-person team lead.

EXPERIENCE, cont'd

Senior Experience Strategist

Barkley (then 40Digits)

2015-2016

Work included requirements gathering, qualitative research, wireframes & prototypes, journey maps, information architecture, content models, content strategy, KPI definitions, & usability testing. — Prepare proposals on \$75k-\$500k engagements. — Provide UX direction to cross-functional product teams. — Present to & facilitate workshops with clients. — Manage project roadmaps and scheduling for an eleven member UX team.

Contract UX Architect

Various Agencies: Brothers & Company;
R/West, Liquid Agency, and Downstream

2014-2015

Contracts involved various UX deliverables: discovery & research activities, information architecture artifacts, wireframes, content strategy, and occasional UI comps. — Engagements varied from solo consultations, UX work contributing to a larger project team, and leading a small UX team of two direct reports (junior UX and visual designer).

UX Architect

Tarot.com

2012-2014

Conduct qualitative user research. — Create information architecture and wireframes. — Design responsive UI mockups. — Document mockups for developer handoffs. — Conduct usability tests.

Designer / WordPress Developer

Freelance

2011-2012

Design and develop WordPress websites. — Provide UX audits of heuristic and SEO reviews. — Additional work included print collateral, logos & identity systems, and site maintenance.

Front-End Developer

Intel

2008-2011

Converted agency comps to standards compliant, cross-browser XHTML/CSS with occasional UI design and information architecture work. — Acted as the developer rep in project meetings with stakeholders and agency partners.

EDUCATION

Bachelor of Science, Business Administration

Oklahoma State University

Stillwater, OK — 2001-2005

SKILLS

Activities and Deliverables: Product strategy, quantitative user experience research, qualitative user experience research, usability testing, user testing, UX research (UXR), project management, user experience architecture (UX architecture), agile development, team management, design thinking, information architecture, wireframes, prototyping, presentation design, stakeholder management, ResearchOps, DesignOps, content strategy, user interface design (UI design), user-centered design, heuristic reviews, usability studies, product management, competitive analysis, in depth interviews, hypothesis testing, survey development, experimentation

Software: Abstract, Adobe Creative Suite & XD, Adobe Analytics, Atlassian suite, Basecamp, Concur, Datadog, dScout, Figma, FullStory, Google Analytics, Google Docs, Hotjar, LucidChart, Maze, Mac OS, Microsoft Office 365, Miro, MOZ, Mural, Omnigraffle, Optimizely, Optimal Workshop, Qualtrics, PowerBI, Screaming Frog SEO, Sharepoint, Sketch, Slack, Spotfire, Tableau, Trello, UserTesting, UserZoom, User Interviews, Visio, Windows OS