

Summary of Qualifications

- **Subject matter expert specializing in the research design and development of user based systems**, and in the use of emerging techniques , technologies, and best practices for developing **usable human-computer interactions**.
- **Extensive experience** in User Research, Adobe & Google analytics, UX Agile, User-Centered Design, Goal-Directed Design Methodology, Rapid Prototyping, Usability Testing, Persona Building, User Interface and Visual Design.
- Over 18 years of comprehensive **hands-on** experience and fluency in mobile, web, system, and application based **UX Research, UX Best Practices, Interface Design**, and *customer-centric design and analysis*.
- **Web usability expert in UX Research methodologies, including; heuristic evaluations, task analysis, and quantitative and qualitative research based best practices.**
- *Comprehensive experience and thorough knowledge* utilizing **Axure, InVision, Omnigraffle, Sketch, Visio, UserTesting.com, Morae, iRise prototyping** software as well as extensive development and design expertise utilizing HTML, XHTML, CSS, JavaScript, and the Adobe suite of products.
- Created extensive **usability reports and heuristic evaluations for NuSkin.com, Overstock.com, Verizon, T-Mobile**, and the American Express Global HR Intranet.
- **Certified Agile ScrumMaster with 8+ years' experience** in coaching and mentoring all aspects of successful *customer-centric UX related project management processes*.
- **Ability to effectively communicate with all members of the organization**, including; senior management, clients, sales and marketing, programmers and miscellaneous core team members.
- **Web Instructor** and strategist for over 18 years.

15+ Years Utilizing the Following UX Research Methodologies

<p>Usability Evaluation</p> <ul style="list-style-type: none"> • Formative Evaluation • Summative Evaluation <p>Usability Inspection Methods</p> <ul style="list-style-type: none"> • Pluralistic Usability Walkthrough • Heuristic Evaluation • Cognitive Walkthrough • Heuristic Walkthrough • Metaphors of Human Thinking □ • Persona-Based Inspection <p>Usability Testing with Users</p> <ul style="list-style-type: none"> • Usability Testing ○ Remote moderated ○ Remote Unmoderated ○ Moderated • Benchmark Testing • Competitive Usability Testing • Summative Usability Testing • Remote Evaluation • Think Aloud Testing • Wizard of Oz 	<p>Cognitive Models</p> <ul style="list-style-type: none"> • KLM GOMS <p>Task Analysis and Modeling Methods</p> <ul style="list-style-type: none"> • Task Analysis • Cognitive Task Analysis • Hierarchical Task Analysis <p>Context of Use Methods</p> <ul style="list-style-type: none"> • Contextual Inquiry • Context of Use Analysis • Longitudinal Study <p>Ethnographic Methods</p> <ul style="list-style-type: none"> • Ethnography • Cultural Probe • Participant Observation <p>Web Analytics</p> <ul style="list-style-type: none"> • Adobe Analytics (Omniture) • Google Analytics 	<p>Field Study Methods</p> <ul style="list-style-type: none"> • Field Study • Diary Study • Photo Study <p>Design Methods</p> <ul style="list-style-type: none"> • Card Sorting • Paper Prototyping • Rapid Prototyping • Parallel Design • Participatory Design <p>Requirements Methods</p> <ul style="list-style-type: none"> • Affinity Diagramming • Claims Analysis • Competitor Analysis • Future Workshop • Persona • Scenario of Use • Usability Benchmark
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Nu Skin

Provo, UT

Global UX Research Manager

12/17 - Present

- **Champion and train other departments and functions on user-centric design and UX research best practices**
- *Oversee the UX research strategy on a **Global** level*
- **Provide leadership and guidance on the importance and ROI of UX Research throughout the organization**

Overstock.com

Salt Lake City, UT

Senior UX Researcher

10/16 - Present

- *Senior UX Researcher for Overstock.com.*
- Conduct competitive analysis, usability testing, benchmark testing, call center app re-engineering.
- **Core team member** in the integration of key UX initiatives, enhancements, and improvements.
- **Evangelize UX Research**, and coach team members in best practices of design usability and ux research methodologies.

Philip W Burgess Consulting (Owner)

Remote Consultant (Based out of Park City, Utah)

Senior UX Research and Design Consultant

10/15 – Present

- **Extensive consulting experience** in all facets of UX Research, user experience analytics, design, development, human computer interaction (HCI), information architecture, web, mobile, system and application heuristic evaluations, and usability testing.

American Express

Salt Lake City, UT (*Contract via IBM – Remote Worker*)

Senior UX Designer/Researcher

05/14 – 10/15

- **Served as Team Lead** for formulating, creating and conducting Time Based Studies, utilizing employee based tasks, for documenting improvement efficiencies for a majority of HR web based systems for American Express.
- **Led and coached all team members on conducting heuristic usability based evaluations for the American Express HR web applications.**
- Created informative and comprehensive Usability Study Reports based on evaluation of the American Express' HR related information architecture and overall web and system based design.
- **Championed the adoption**, and coaching, of **User-Centered Design** best practices through the analysis of web and system log files utilizing Adobe (formerly Omniture) SiteCatalyst Analytics.

Ciber Corporation

Orlando, FL (*Contract*)

User Experience Designer/Researcher

03/13 – 04/14

- **Coordinated and led user group sessions for information gathering, wire frame reviews, interaction flows, usability testing, and user workflow discussions.**
- **Execution of User Research**, developing Personas through member interviews and **contextual inquiry.**
- **Defined, evaluated, and recommended** changes to product designs based on user feedback, business analytics cognitive walk-thrus, and overall business strategy.
- **Documented the user experience** through deliverables such as task flows, scenarios, storyboards, wireframes, detailed screen layouts, and design specifications.
- **Identified, clarified, and prioritized** user experience requirements, while continuing to evangelize and develop customer centric web based initiatives.

Convergys Corporation

Orlando, FL (*Fulltime*)

UX Researcher/Designer

8/10 – 3/13

- **Human Factors Analyst** responsible for *successful customer-centric design and management of multiple customer facing web initiatives and deliverables.*

- **Collaborated with end users in capturing their respective needs**, developing use case scenarios, creating personas, conducting heuristic evaluations, **task analysis, and cognitive walkthroughs**; while focusing on end user goals and tasks.
- **Established *user experience expertise and best practices*** for customer facing web systems and applications.
- Evangelist for continual user experience thought process, ensuring business leaders and executives understand the value of **UX activities and the qualitative and quantitative ROI** from related initiatives.

Asurion Insurance Services

Nashville, TN (*Fulltime*)

UX Researcher/Designer

4/08 – 8/10

- **Re-designed the external facing customer web presence** and internal customer service applications, **saving the company 11 million dollars** in the first quarter of 2009, while serving as a core member of the *online governance* committee.
- **Usability Manager and Information Architect** responsible for *successful management of multiple web initiatives and deliverables*.
- **Created and implemented usability best practices, principles, and guidelines** that increased efficiency, accelerated customer satisfaction and effectiveness of operational systems and procedures.
- **Managed all aspects of the user experience design, implementation and usability analysis for the front end facing web initiatives.**
- Established overall vision, **user experience strategy**, and alignment of all UX initiatives.

Scholastic Book Fairs

Lake Mary, FL (*Contract*)

E-commerce Project Manager

11/06 – 4/08

- **Successfully launched the first ever online catalog redemption site that resulted in a net gain of 9 million dollars in the first two quarters of 2008**
- ***E-commerce project manager for all of Scholastic Book Fairs online applications and initiatives.***
- Effectively *communicated and coordinated* project activities with business, technical and IT service vendors and providers.

William James Group

Fort Lauderdale, FL (*Fulltime*)

Usability/Project Manager Director (Full-Time)

5/01 – 11/06

- **Supervised and led all user experience initiatives for numerous business clients** while managing all development and design teams in the strategic and tactical implementation of ***web based customer centric solutions***.
- ***Implemented web based standards, processes and usability best practices to ensure repeatability of project successes*** that led to project completion rates ahead of schedule and exceeding business and client expectations.

General Motors (Allison Transmission Division)

Indianapolis, IN (*Fulltime*)

Senior Web Project Manager

5/99 – 5/01

- **Developed and managed all web related strategies, project plans, project charters, business case, ROI analysis, web site mission statement, and all goals and objectives as they relate to the Web and business process for the Allison Transmission division.**

Cox Interactive Media

Orlando, FL (*Fulltime*)

Web Designer/Developer

5/96 – 5/99

Education

NN/g Nielsen Norman Group UX Certified /Specialty UX Management- 2018
Scrum Alliance - Certified Scrum Master (CSM) - 2008
University of Central Florida – B.A. Psychology - 1986