



Rick Butler, CUA

User Experience (UX) Architect & Practice Lead
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[Email](#) | [Linkedin](#)

- Innovative User Experience Architect with over 15 years experience and expertise in developing and designing award winning mobile apps, web and enterprise solutions across a number of industries
- Strategic and practical leader with a record of staffing and developing User Experience teams for both large and small organizations
- Proven leadership and experience with omni-channel UX design, integrated agile methodologies and pragmatic product development
- Creative thinker and proven mentor with the ability to plan, staff and develop high performing integrated UX Design teams.
- Industry experience includes Financial Services, Digital Advertising, Local Search, Digital Publishing, Online Travel, Marketing and Promotion

Experience

Senior User Experience Designer - Omni Channel (2014 – Present)

Moven, Inc. (Radnor, PA)

- Developed and facilitated innovative mobile user research techniques to quickly test, learn and validate disruptive mobile banking experiences.
- Facilitated and led rapid design development of features fusing lean startup, business architecture, and design-thinking that led to industry leading 80% sign-up conversion rate and 15% PFM screen engagement.
- Supported development teams by creating and coding all mobile design assets including SVGs, Base64, D3.js visualizations, custom fonts and icons for Direct to Consumer experience.
- Delivered the following fin-tech design solutions:
- Working with banking visionaries, led the redesign and development of the award winning app presented at the 2015 Finovate Conference in San Jose, CA.
- Designed a frictionless omni-channel prospect experience with industry-leading conversion rates.
- Designed the first "in the moment" financial advice experience across emerging mobile channels including wear-ables, interactive notifications, widgets, and digital assistants.
- Managed omni-channel experience by developing and maintaining living repository of web, app and device screen states, conditions, display rules, and user flows across channels

Director User Experience Research & Design (2011 – 2014)

PointRoll, Inc. (King of Prussia, PA)

- Established an integrated requirements practice through well defined roles and responsibilities to support both iterative and agile development methodologies
- Organized agile requirement delivery and documentation process from iteration and features through detailed user stories
- Coached and managed Business Analysts with how to develop research plans, estimate efforts and forecast requirements discovery for product managers
- Established/developed embedded UX practice into the Product Life-cycle from client engagement through

development delivery for OnPoint, PointRoll's Self Service Digital Ad Management platform.

- Gathered and documented product requirements through client interviews, collaborative design workshops, product prioritization workshops and executive reviews
- Organized agile product delivery through detailed user stories, defined acceptance criteria, release planning, and daily iteration support across development teams
- Product evaluation through end user testing, prototype reviews, aggregation and normalization of customer feedback from surveys, customer experience benchmarking (NPS), customer support and sales channels.
- Facilitated professional development through virtual seminars and how-to instruction for client engagement as well as guidelines to facilitate more effective meetings, product reviews, product prioritization and client communication.

Senior Manager User Experience/ Creative Services (2007 - 2011)

Yellowbook USA, Inc. (King of Prussia, PA)

- Establish user experience vision / strategy across agile development teams
- Recruit/ staff national talent from leading agencies, interaction designers, and information architects, usability engineers, mobile designers
- Institutionalize customer satisfaction benchmark using Opinionlab/ForeSee Insights
- Establish corporate UX knowledge base on company intranet.
- Conduct user interviews, Develop personas, analyze task flows, and develop content audits, site maps and wire frames
- Institutionalize rapid prototyping across collocated agile teams for Yellowbook 360 advertiser portal
- Create & develop identity, brand, ads, website, marketing and promotional collateral for Weforia (first yp group buying site in industry)
- Plan host facilitate executive Sketch-board and KJ workshops
- Institutionalize A/B testing architecture, governance and reporting using GWO, API 's and Apache server.
- Institutionalize interactive design pattern library using Sharepoint.

Senior Product Designer User Experience (2005 - 2007)

Associated Press (NYC, NY) [AP Markets](#), [AP Images](#), [AP Exchange](#)

- Lead project teams in user-based research, and design strategy
- Conduct stakeholder interviews, determine business / site objectives, Prepare user interface specifications, flow diagrams and conceptual diagrams and design recommendations based on user research and interaction design principles, usability tests, reporting and executive presentations
- Design/develop original concepts through final GUIs of web interfaces
- Hand code HTML, CSS, JavaScript, DHTML, & XSLT for prototypes, Digital product development, branding, corporate style guide, value opportunity analysis.

Supervisor UI Design & Development (2000 - 2005)

Liberty Travel-GOGO Worldwide Vacations (Mahwah, NJ) [Liberty Travel](#), [GOGO Worldwide](#),

- Work with business analysts, end-users, technical architects, development leads, conduct user interviews, contextual inquiry, develop task flows, card sorting, interaction design and usability testing for 2002 corporate infrastructure redevelopment project
- Establish User Centered Design team including interaction designers, visual designers and front-end developers, manage day-to-day activities and deliverables staff including 6-7 fulltime and contract UI developers and visual designers
- Design and develop original concepts through final GUIs of B2C web interfaces
- Embed with developers ASP, XML & COM in Windows/SQL 2000 Server workgroup environment, build development sites for presentations and testing, provide front end design and development support 10-15 ASP Windows/SQL 2000, and 40+ JSP/ Oracle developers.

Art Director (1994 – 2000)

Sharprint Promotions, Inc. (Chicago, IL)

Design develop corporate identity, promotional programs, and materials from initial logo concept and presentation through product development, Supervise manage design team, production and schedule, Manage configure IS systems (network server, graphic workstations, image setter, and printers) for digital graphic arts department, Design, code and implement scheduling system using Filemaker Pro, Designed, developed, and presented concepts to clients that includes The Art Institute of Chicago, The Lyric Opera of Chicago, The Field Museum of Chicago, Radio Flyer, Inc., Burger King, River west Brewery, McDonald's, Six Flags Great America, Autolite America, and B96 Radio.

Affiliations/Awards/Education

- 2015 [Best of Show Winner](#)
Finovate Spring 2015 (San Jose, CA)
- [Best in Show - Finance](#)
Appy Awards 2015 (Media Post)
- 2004 -2011 [PDMA](#) (Product Development & Management Association)
[Forrester](#) (Customer Experience Council Member)
[APQC](#) (American Productivity & Quality Center)
[HFI](#) (Human Factors International)
[UPA](#) (Usability Professionals Association)
- 2007 [Chairman's Prize for innovation AP Exchange](#)
Associated Press (NYC, NY)
- 2004 [Certified Usability Analyst](#) (CUA)
Human Factors International (HFI) - User Centered Analysis & Conceptual Design, The Science & Art of Effective Web & Application Design Practical Usability Testing, Putting Research into Practice.
- 1996 [Leadership Training for Managers Certification](#)
Dale Carnegie Training (Chicago, IL) - Develop goals and strategy; define performance standards, influence people, foster cooperation, and mastering the planning process.
- 1992 [Bachelor of Science Visual Arts](#)
S.U.N.Y (New Paltz, NY) - Graphic Design Print Making, and Photography, Print Exhibition: Mid Hudson Arts and Science Center, Published Photography: Hudson Valley Magazine.

Professional Skills/Tools

Information Design

User Interviews
Persona Development
Contextual Inquiry
Cognitive Walk-through
Content Inventories
Card Sorting
Competitor Analysis
Omni Graffle, Visio Sitemaps, Task
Flows, Wireframes
User Interface Specifications
Expert/ Heuristic Reviews

Project Management

OmniPlan/Microsoft Project
SharePoint
Rally Software
JIRA

Project Management

OmniPlan/Microsoft Project
SharePoint
Rally Software

User Experience

ForeSee Insights
OpinionLab
Net Promoter (NPS)
System Usability Scale (SUS)
Participant Screening Recruiting
Questionnaires & Surveys
Usability Testing Web & Mobile
Omniture Site Catalyst
A/B Testing
Google Analytics, Website Optimizer
ClickTale Visitor Recording Heat maps

Interaction Design

Paper Prototyping
Storyboards/ Flow diagramming
Axure Interactive/ Rapid Prototyping
HTML Prototyping

Art Direction & Design

Creative Briefs
Brand/Logo Design & Development
Brand Persona/Voice & Tone
Website/ Email Campaigns
Sales Aids, Promotions, Direct Mail,
Packaging

Facilitation

Collaborative Charter
KJ Prioritization
Affinity Diagramming
Sketch-boarding
Creative Critiques

Agile

Scaled Agile Framework Scrum
Feature Management
User Stories, Acceptance Criteria
Grooming
Iteration Planning