

## About

Even the most complex problem can have a simple solution. Product designer, user experience strategist and leader with over 12 years experience designing digital product experiences. Russ has a proven record of creating pleasing, simple products and services. Russ has done this by empathetically understanding users, solving problems collaboratively with design thinking and validating design decisions — in-house, at agencies and as a freelance consultant.

## Experience

### Senior Product Designer at Freelance *Current*

Strategy, product design, interaction design, research, cross-functional team leadership, strategic planning, consultant, project management, volunteer and mentor. Experienced as a UX team of one, agency designer, in-house designer and on product teams.

### Senior Product Designer at AffiniPay 01/2017 – 03/2018

Established a design system and documented a pattern library for products with over \$35.6 million in revenue. Recruited participants for design validation, customer development and research. Contributed heavily to the engineering team's understanding of visual and user experience design. Advanced the engineering self-managed agile process as sprint captain.

### Senior User Experience Designer at Charles Schwab 05/2014 – 12/2016

Created Schwab Intelligent Portfolios, a simple robo-advisor product with over \$25 Billion in assets. Collaborated with the engineering and product teams to design the MVP and later features. Contributed to train and mentor a team of UX designers at Charles Schwab in Austin.

### Senior User Experience Designer at Dell 08/2010 – 03/2014

Optimized Dell product detail pages, support products, diagnostics tools and authenticated e-commerce experiences through qualitative research and usability testing. Contributed to Dell's vast global site design pattern library, enabling hundreds of partners and agencies to align with our design system.

### Senior Interactive Designer at Schematic 07/2008 – 08/2010

Managed offsite production designers to rapidly design and launch email marketing and advertising campaigns for multiple Dell & Alienware products. Contributed to strategic pitches to win new clients.

### Junior Art Director at T3 06/2006 – 06/2008

Collaborated with copywriters to produce visually stunning interactive media on a tight schedule. Assisted other agency teams with heavy work load and speculative pitch work to win new client business. Clients included JP Morgan Chase, JC Penney, Marriott, Valero, Dell and others.

## Education

### Ringling School of Art & Design 08/2002 – 05/2006

B.F.A. Graphic + Interactive Communications

## Skills

Accessibility  
Agile Methodology  
Customer Development  
Design Thinking  
Interaction Design  
Product Design  
Usability Interviews  
Qualitative Research  
Service Design  
User Experience

## Software

Abstract  
Illustrator  
Confluence  
HTML  
InVision  
JIRA  
Photoshop  
Sketch App