

Tom Columbus

Sr. UX Designer

tomcolumbus@gmail.com

623-826-0853

SUMMARY

I improve user engagement in complex products by practicing user-centered design.

I led UX strategy, interaction and visual design for an early-stage consumer research program at Google. I have designed applications, physical experiences, augmented reality, and 3D interactions for consumer and enterprise audiences at Google, BlinkUX, Vertafore, and Pearson. I have experience with Software as a Service (SaaS), Learning Management Systems (LMS), and using Machine Learning (ML).

For more than 12 years, I have designed experiences and created UX strategies that create measurable improvements for products across multiple platforms and touchpoints.

Honors & Awards

2016 SXSW Interactive Workshop - Host

Co-hosted an interactive workshop at SXSW that offered an in-depth, hands-on education and research study on the phenomenon of ASMR.

http://schedule.sxsw.com/2016/events/event_PP47070

Professional Experience

Sr. Interaction Designer

Contracted with Adecco at Google

UX Designer in Measurement & Attribution

May 2017 – Dec 2018

Seattle, Washington

Google is a multinational technology company that specializes in Internet-related services and products, which include online advertising technologies, search engine, cloud computing, software, and hardware. I worked as the UX Interaction Designer for a TV and internet research program called Google Opinion Rewards – Audience Measure

- Design and product strategy for the user's "end to end" experience.
- Interactions and visual design across multiple product touchpoints: Direct Mail, Packaging, Website, Mobile applications (iOS & Android), Browser Extension, Router, and TV Meter.
- Developed prototypes for user testing and engineering guides.
- Provided design direction and collaboration with outside agencies to facilitate additional product needs.
- Created animations and illustrations to facilitate user on-boarding.

Sr. Interaction Designer

BlinkUX

April 2015 – May 2017

Seattle, Washington

BlinkUX is a user experience research and design firm specializing in digital products. Blink asks the right questions to understand their client's product and the people who use it. Powered by research, Blink designs solutions that are efficient, meaningful, and delightful.

- Scoped project engagement and deliverables by evaluating clients' functional and business requirements.
- Evaluated the usability of clients' existing systems and perform competitive analysis to leverage industry learnings and expectations.
- Provided continuity and rationality to users' interactions through interaction design, information architecture, system vocabulary, task flows, workflows, navigation systems, and prototypes.
- Developed HTML and Axure based prototypes for usability testing.
- Evaluated and prioritize user needs by conducting primary and secondary user research.
- Documented screen-level interactions for engineers to implement. - Presented and justified design decisions to clients on a regular basis.

- Provided lasting value by creating project-specific user experience guidelines to assist clients future design decisions.
- Ensured a smooth transition of design into development by partnering with content writers, visual designers, and software developers.

Sr. UX Designer

Vertafore

March 2014 – April 2015

Seattle, Washington

Vertafore is a top provider of software for the insurance industry. Vertafore creates award-winning solutions to boost productivity, lower costs and help agents and carriers grow their businesses.

- Estimated the Interaction Design effort required for project success.
- Demonstrated concepts and interactions by producing HTML and Axure prototypes.
- Conducted user testing and research.
- Partnered with product and business teams in research & requirements gathering to support product strategies, competitive analysis, user profiles, scenarios and other research.
- Created multi-phase, multi-user, multi-channel customer journeys and ecosystem diagrams.
- Created a user interface style guide for a suite of integrated products.

Sr. UX Designer

Pearson North America

June 2004 – March 2014

Chandler, Arizona

Educating 100 million people worldwide, Pearson is the global leader in educational publishing, providing scientifically research-based print and digital programs to help students learn at their own pace, in their own way.

Positions Held Within Pearson

□ **2011-2014 | Sr. UX Designer** for Next-generation Learner Applications

Pearson North America

2007-2011 | Lead UX Designer for Cross Line Product Development

- Managed a group of 3 UX Designers, providing guidance and goal setting for career growth.
- Led the concept and design of the user experience for several products in Pearson K-12 & Higher Ed U.S. & Canadian Markets.
- Demonstrated concepts and UX flow through prototyping.
- Designed interfaces, illustrations, and animations for educational software and mobile applications.
- Concepted and designed interactive games to reinforce lesson-specific concepts.

Education

University of Advancing Technology, 2004

Bachelors, Multimedia with emphasis on Digital Animation Production