

Tim Merrill

508.901.1874
merrillest@gmail.com

Positive, energetic design leader who cares deeply about achieving outcomes that align customer value with strategic business objectives. I foster an inspiring, purpose-driven environment and a culture of candid feedback and growth. I value clear communication and results-oriented execution, enabling teams to create world-class results through autonomy, transparency, and empathy.

Experience

Bullhorn | Director of Product Design and UX Research

Boston, MA | 6/18 - Present

- Directing global design team of 7 for market-leading SaaS organization, serving the recruiting and staffing industry
- Guiding team through research and development of strategic new product launch, as well as new features and improvements across a mature product suite on desktop and mobile
- Hiring, onboarding, career development, team-building, and coaching
- Initiated and led program to replace data analytics engine, including implementation and operationalization
- Empowered team to develop personas, design principles, and a UX playbook to improve the quality of our output and the strength of our integration within the Product org

UX Consultant

Boston, MA | 12/17 - 6/18

- Strategy and design oversight for consumer event photography startup.
- Rapid prototype development for pharmacy e-commerce application.
- Clients: CVS Health; Bogophoto

HubSpot | Principal Product Designer

Cambridge, MA | 6/17 - 12/17

- Developed strategic vision for core website editor functionality
- Employed observation, usage metrics, and unmoderated testing of competitive products to identify areas of challenge and opportunity with core functionality
- Redesign of problematic user flows and interaction models
- Contributed to definition of global UX patterns

HubSpot | Director of Product Design and UX Research

Cambridge, MA | 8/15 - 6/17

- Hiring, onboarding, career development, and coaching through period of rapid scaling - from 7 designers and researchers to 35+ globally
- Introduced and led Design Manager tier
- Initiated and led a product-spanning design system overhaul, increasing speed of development and ensuring experience consistency. To maintain the system, we instituted a team of stewards and a process for component requests, design, and development. <https://canvas.hubspot.com/>
- Facilitated team-building and Design Thinking workshops for departments across the company
- Represented HubSpot in the design community through writing, speaking, and event hosting
- Managed budget, vendors, and contractors

Medullan | Senior UX Manager

Cambridge, MA | 8/14 - 8/15

- Lead UX on strategic digital transformation program within the Group Insurance division of Humana, a Fortune 100 company with 13m customers and \$41b annual revenue

- Facilitated design thinking workshops for SVP stakeholders
- Coached Medullan's Agile/Lean methodology to cross-functional team of 50
- Provided leadership, direction, and mentoring for a UX team of 6
- Led research and design of MVPs closely aligned with program KPIs and Humana brand guidelines.
- Planned and conducted rapid, weekly qualitative user research for 7 three-week sprints
- Presented consumer learnings to SVP business sponsors, and assisted product owners with bi-weekly investor board presentations

Terrible Labs | Senior Product Designer

Boston, MA | 12/13 - 8/14

- Lead designer for two startup product launches - a crowd-funding platform and an app for financial advisory firm billing and invoicing
- Led design sprints, concept validation research, and usability testing
- Developed IA and designed all flows and states
- Developed branding and product style guide

Wonderwheel Interactive | Founder and Principal

Boston, MA | 11/07 - 12/13

- Founded digital branding, interaction design, online marketing, and development agency
- Managed projects for 6 freelance designers and engineers
- Focus on e-commerce and marketing sites in Drupal, Wordpress, Magento, and Shopify
- My role included strategy, UX and visual design/direction, and front-end development
- Clients: Acquia, Kodak, Guardian Financial, Galatea Consulting

Prior history

Progression from Web Designer to Creative Director at startups and digital agencies including LendingTree and marchFIRST, with clients including IBM, Bank of America, Kodak, and Laura Ashley. Focus on visual and interaction design, Flash, and HTML/CSS.

Education

Syracuse University | B.S Neuropsychology

Syracuse, NY | 91-95