

Gary Coker

UX and Product Design Leader

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SKILLS SUMMARY

Expert in Product Design, UX Design, User Research, and Usability for Web / SaaS and Mobile Apps

20+ Years of VP- and Director-level Experience in Recruiting, Leadership, and Management of UX and Cross-Functional Product Development Teams, including large teams up to 30+ members in size

Strategy, Visioning, and Roadmapping: Extensive experience developing and implementing UX strategy & roadmaps for DTC, B2B, and enterprise applications, working as a member of the senior leadership team

Design Thinking and **Design Sprint Leadership**, plus extensive experience in leading and driving collaboration with diverse stakeholders, from clients to team members to executives

Strong communicator, with vast experience and proven success in product demos and presentations for varied audiences, including the C-Suite, as a published writer, and as a speaker at industry events

Hands-on UX skills in user research, information architecture, visual design, interaction design, UX writing, workflow design, & usability testing using modern tools

Highly Experienced in modern UX techniques, including Responsive Design, Mobile First Design, Design Systems, UI Components, Design Sprints, Inclusive Design, and more

Highly Experienced in **Lean and Agile** Product Development Processes, including SCRUM and Kanban

Certified in Scaled Agile Framework (SAFe) *Agilist* and *Product Manager / Product Owner* disciplines

Awarded a U.S. patent for a risk analysis method and system designed as part of a healthcare risk management SaaS product

PROCESSES / TECHNIQUES

Leadership: Director- and VP-level UX and Product Design Team Leadership, Design Thinking, Strategy / Vision, Recruiting, Management & Member Growth for Multi-Disciplinary Teams, Coaching and Mentoring

Design: User-centered Design • Responsive Design • Mobile First Design • Design Systems • UI Components • Style Guides / Pattern Libraries • Interaction Design • Accessibility (WCAG / a11y) • Mobile Design • Information Architecture

Research: Persona Creation • Journey Mapping • Task Analysis • Cognitive Walkthroughs • Contextual Inquiry • Journal Studies • Usability Testing • A/B Testing • Cognitive Psychology • Analytics / Instrumentation

Prototyping: Wireframing / Mockups • Rapid Prototyping • Interactive Prototypes • using modern tools (see below)

Process: Lean / Agile • SCRUM • Kanban • Design Sprints • Demos & Presentations

TOOLS

Figma • Sketch • InVision • Adobe XD / Adobe CC / Photoshop • Zeplin • Balsamiq Wireframes • ProtoPie • StoryBook • Miro • Mural • Keynote / Google Slides / PowerPoint • Final Cut Pro • ScreenFlow • HTML 5 • CSS • Sass • JavaScript • GitHub / GitLab • Slack • MS Teams • Trello • Confluence • JIRA • *and many more*

PROFESSIONAL EXPERIENCE

Director of UX

viax.io

Ridgeway, NJ (remote)

OCT 2019 - JUN 2022

- As a member of the senior leadership team, I provided leadership in user-centered UX design for complex **enterprise SaaS apps for e-commerce**, including UX strategy, visual design, interaction design, user research, usability, accessibility, and branding.
- **Directed and managed a team of UX designers** using modern tools (Figma, Sketch, InVision, Zeplin, etc.) within a lean/agile process, plus hands-on work (see below under Clearwater Compliance).
- Collaborated closely with front-end engineering team to define & maintain a UX **design system** for all SaaS products.
- Led **design sprints** for rapid design, prototyping, and testing of UX solutions.

E-COMMERCE

Director of UX

Clearwater Compliance

Franklin, TN (remote)

JUL 2017 - OCT 2019

- **Implemented a modern, user-centered, efficient UX process** within an Agile environment, across all SaaS product lines in the B2B cybersecurity-for-healthcare space.
- **Led all UX design** for the entire digital product portfolio, working closely with the VP of Product Innovation.
- **Hands-on UX work** included:
 - User research and analysis
 - UX Strategy
 - Wireframing & Prototyping
 - Visual design
 - Interaction design
 - Journey mapping
 - Field studies
 - Design specs (requirements) & all other UX deliverables
 - Usability testing and analysis
 - Creation of Design Systems, including living style

HEALTHCARE

- Persona creation guides and web component libraries
- Conducted multiple **contextual inquiry user studies** in the field, directly observing users in their work environment, and documenting / analyzing findings to inform design.
- Designed the UX for a **patented feature** for the company's flagship SaaS product (I am listed as an inventor on the patent).
- Clearwater was awarded "Best in KLAS 2018" as the #1 company in Cybersecurity Advisory Services.

Director of UI/UX

HEALTHCARE

SourceMed

Birmingham, AL

AUG 2015 - JUN 2017

- **Led all UX design and development** for SourceMed's new generation of enterprise- and consumer-facing SaaS applications in the healthcare space, including hands-on work mentioned above (under Clearwater Compliance).
- Directed the creation and maintenance of a **living style guide** and **UX component library** for HTML, CSS, and JavaScript, keeping front-end code's implementation of visual design and interaction behavior consistent, and saving considerable developer time.
- Conducted multiple **contextual inquiry user studies** in the field, directly observing users in their work environment, and documenting / analyzing findings to inform design.
- Conducted multiple **usability studies** at the wireframe, prototype, and production-ready-code phases on multiple devices, including desktops, tablets, and smartphones.
- **Collaborated** closely with all stakeholders to communicate designs, build shared understanding of product design vision, define UX strategy, deliver UX specs, and to champion quality UX and Design Thinking throughout the organization.

Director of UI/UX

HEALTHCARE

Influence Health

Birmingham, AL

AUG 2014 - AUG 2015

- **Led all UX design and development** for Influence Health's suite of SaaS applications in the healthcare space.
- **Managed a team of 7 UX designers & developers** providing UX design and development across a platform of 5 core SaaS applications running in desktop and mobile web environments, as well as native mobile apps on iOS and Android.
- Introduced and directed **Mobile First** and **Responsive Design** techniques to optimize the user experience across a range of devices, from computers to tablets to smartphones. Also ensured the UX of the applications is compliant with **WCAG / a11y accessibility** guidelines.

- **Collaborated** with all stakeholders to build understanding of product vision, strategy, and requirements, conduct user research, develop UX strategy and guidelines, direct UX team members in design and implementation, conduct usability studies, and position UX as a core element of the company's innovation strategy.

Vice President, Strategy & Research

PUBLISHING

Metapress

Birmingham, AL

JUL 2010 - JUL 2014

- Working as **Chief Strategist** for the *Metapress* scholarly content hosting platform, performed research and developed strategies that grew the platform to host the world's largest collection of e-journals, e-books, and e-reference works, including content from Springer Science+Business Media (<http://www.springer.com/>), the second largest scholarly publisher in the world.
- Created and delivered many **sales and marketing presentations** for Metapress that resulted in multi-year, multi-million-dollar publisher contracts.
- **Conceived, designed, and led the creation of a white-label digital magazines service** for publisher clients, allowing consumer and B2B publisher clients to publish online versions of their magazines and journals.
 - **Led all product management, strategy, UX research, UX design, and UX implementation** for the product for both web- and native mobile (smartphone and tablet) app experiences, running in an **Amazon Web Services (AWS) cloud** environment.
 - **Recruited and managed entire 14-person cross-functional team** consisting of UX designers, front-end (UI) engineers, development managers, developers, QA engineers, business analysts, and digital magazine production staff within an Agile, SCRUM-based development process.
 - **Led touch-optimized Responsive Design** for the product to support desktop and mobile web browsers. Also **led design of native iOS apps** for magazine reading, including e-commerce features, such as in-app purchasing of magazine subscriptions.
 - Developed best-in-class **analytics features** utilizing Google Analytics and a custom data-gathering (telemetry) and analysis solution.
 - **Developed strategies that grew the product** to host hundreds of publications and to deliver more than 30 million end user page views per month for publisher clients and advertisers.

Director of Research & Design

PUBLISHING

Metapress

Birmingham, AL

SEP 2004 - JUL 2010

- **Recruited and directed an advanced R&D software innovation team** that performed design- and technical research in support of the *Metapress* scholarly content hosting platform (see above).
- **Led creation of innovative solutions** in the areas of **user experience, user behavior analysis, e-commerce, usage analytics**, and preparedness for **emerging technologies such as mobile** (smartphones and tablets).

- **Developed new e-commerce features and UX** for the Metapress platform, allowing users to use a personalized shopping cart to purchase print books, individual e-book chapters, e-journal articles, subscriptions to e-journals and book series, and individual e-books and reference works, with a variety of payment models and methods available, including institutional billing, institutional credit card purchasing, and individual credit card purchasing, all within a secure, **PCI-compliant** infrastructure.

Director of Digital Library Services

CONTENT MGMT

EBSCO

Birmingham, AL

APR 1998 - SEP 2004

- **Recruited and managed a cross-functional product development team of approximately 30** UX designers, engineers, QA, business analysts, operations staff, technical writers, and trainers.
- **Led the team in the creation of e-content SaaS products** targeted at the library market, including original product ideas, strategy, and seminal designs. These web apps managed tens of thousands of online publications from the world's leading publishers and were used by libraries and their end users throughout the world. They received hundreds of millions of page views per month.

EDUCATION

B.S., Computer Science

The University of Alabama • Tuscaloosa, AL

Presidential Scholarship, James Rogers Memorial Scholarship, College of Arts & Sciences Honors Program, Million Dollar Band (trumpet), Dean's List

Certified in Scaled Agile Framework (SAFe) Agilist and Product Manager / Product Owner disciplines

Multiple Professional Development Classes over 20+ years

Includes classes in all facets of Product- and UX design, development, and leadership. Instructors included Luke Wroblewski, Jakob Nielsen, Alan Cooper, Bruce Tognazzini, Josh Clark, and many other expert UX practitioners.