

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 author, and as a speaker at industry events

Hands-on UX skills in user research, information architecture, visual design, interaction design, 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, Design Thinking, Strategy / Vision, Team Recruiting, Management & Member Growth for Multi-Disciplinary Teams

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

E-COMMERCE

OCT 2019 - PRESENT

As a member of the senior leadership team, I oversee and provide leadership in user-centered UX design for complex **enterprise SaaS apps**, including UX strategy, visual design, interaction design, user research, usability, accessibility, and branding. Apps use a SPA (Single-page app) and micro-frontend architecture utilizing Vue.js.

Direct and manage 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).

Define & maintain a UX **design system** across all SaaS products.

Lead **design sprints** for rapid design, prototyping, and testing of UX solutions.

Director of UX — Clearwater Compliance

HEALTHCARE

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
- Persona creation
- Journey mapping
- Field studies
- Design specs (requirements) & all other UX deliverables
- Usability testing and analysis
- Creation of Design Systems, including living style guides and web component libraries for HTML, CSS, and JavaScript.

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 — SourceMed

AUG 2015 - JUN 2017

HEALTHCARE

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 — Influence Health

AUG 2014 - AUG 2015

HEALTHCARE

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. Developed best-in-class **analytics features** utilizing Google Analytics and a custom data-gathering and analysis solution.

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 — Metapress, a division of EBSCO

JUL 2010 - JUL 2014

PUBLISHING

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, UX 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 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.

Directed my team in the integration of the software as the core Content Management System and end user reading experience for EBSCO's *Flipster* digital magazines product for libraries (<http://flipsterebsco.com/>).

Director of Research & Development (R&D) — Metapress, a division of EBSCO

PUBLISHING

2004 - 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, which hosted 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.

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).

Created and delivered many **technical sales and marketing presentations** for Metapress that resulted in multi-year, multi-million-dollar publisher contracts.

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 — EBSCO

CONTENT MGMT

1998 - 2004

Conceived, designed, and led creation of e-content SaaS products targeted at the library market. These web apps manage tens of thousands of online publications from the world's leading publishers and are used by libraries and their end users throughout the world. They receive hundreds of millions of page views per month.

Recruited and managed a cross-functional staff of approximately 30 UX designers, front-end (UI) engineers, developers, QA engineers, business analysts, operations staff, technical writers, and trainers.

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 Jakob Nielsen, Alan Cooper, Bruce Tognazzini, Josh Clark, Luke Wroblewski, and many other expert UX practitioners.

USE CASES / FEATURES I'VE DESIGNED

- Search Query Input and Search Results for both structured data and unstructured data / free text
- User Onboarding
- User Authentication / Security
- List Pagination / Infinite Scrolling
- Object Details Drilldown
- Navigation
- Form Input
- Progressive (Stepflow) Form Input
- Error Handling
- Card Layouts for Data Objects
- Role-based User Rights Management
- Notes Management
- Product Catalogs Admin & Presentation
- Product Comparison
- Recommendations
- Digital Magazine Reading
- E-Commerce Product/Service Purchasing Flows
- E-Commerce Shopping Carts and Checkout
- Purchasing Review & Approvals Management
- Pricing Model Creation & Management
- Institutional Purchasing & Administration
- Accessibility Features
- Rules Engine Management, including Simulation
- Rich Text Input & Editing
- Subscription Purchasing & Management
- Customer Service Issue & Ticket Management
- User Education and Help Systems
- Workflow Design, Management, & Execution
- Enterprise Task Management
- User-controlled Object Tagging & Grouping
- User Scheduling & Calendar Management
- Real-time Patient Processing Dashboard
- Analytics Dashboards, including Big Data datasets
- Report Administration & Consumption
- Enterprise Collaboration
- Data Object Creation & Customization
- Questionnaire Admin & Response Collection
- Keyboard Shortcuts with Hinting
- WYSIWYG PDF markup & enhancement (e.g. media embedding, link insertion, etc.)
- Language Translation Administration & Display
- Personalization
- Notifications / Alerting
- Messaging
- Email Template Creation & Simulation
- Marketing Optimizer for Catalog Browsing and Search, including Simulation
- *and many, many more!*