

# Gary Coker

## UX and Product Design Leader

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### SUMMARY

**20+ Years of Director- and VP-level Experience in Building and Leading** high-performing UX and cross-functional Product Development teams, including teams of 30+ members and managing managers.

**Strategy, Visioning, and Roadmapping:** Proven experience developing and implementing UX strategy & roadmaps at the VP and Chief Strategist levels for B2C / DTC, B2B, enterprise, and mobile applications.

**Mentor and Coach** for UX team members, fostering employee empowerment, professional growth & advancement, motivation, and teamwork. Formal education and extensive applied work in **computer science** and **human factors**, including cognitive science, psychology, AI/ML, and virtual reality (VR).

**Strong communicator**, with vast experience and proven success in demos and presentations for varied audiences, including the C-suite, plus writing and speaking.

**Design Thinking** and **Design Sprint Facilitator**, plus extensive experience in leading and driving alignment and collaboration with diverse stakeholders via design workshops and presentations.

**Experience with a broad array of industries**, associated user populations, and company sizes, from start-ups to large corporations, including e-commerce, healthcare, pharma, cybersecurity, education, telecom, marketing, CRM, publishing, CMS, human factors research, government, & more.

**Global experience** managing and collaborating extensively with staff and clients in North America, Europe, Asia, South America and Australia, both onsite and virtually. 50+ business trips to Europe.

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

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

**Active participant in the UX community** as a published writer and as a speaker at industry events.

### CAREER HIGHLIGHTS

**Built multiple profitable, multi-million-dollar SaaS products from 0 to 1**, from developing original vision and strategy to team hiring, leadership, and management to development, operations and growth.

**Built multiple high-performing UX and Product Design teams** from scratch, including defining roles and responsibilities, team structure, interviewing & hiring, and mentoring members for professional growth.

**Implemented modern, scalable Lean UX processes** at multiple companies where UX didn't previously exist or was extremely immature, including best practices for research / design / testing, integration with existing dev processes, tool selection, metrics definition, and UX evangelism, strategy, and growth.

**Awarded a U.S. patent** for a risk analysis system for a healthcare risk management SaaS product.

## PROFESSIONAL EXPERIENCE

### Director of UX, [viax.io](#)

Ridgeway, NJ (remote)

OCT 2019 - SEP 2022



- Developed **UX strategies, designs, and processes** that expanded the product suite's addressable market by 50%, increased development velocity by 38%, and doubled UX capacity.
- As a member of the senior leadership team, I led the UX team in full lifecycle user-centered UX design for complex **enterprise SaaS apps for e-commerce**, including user research, UX strategy, visual design, interaction design, usability, accessibility, and branding.
- **Hired, directed, and managed a team of 10+ UXers** using modern tools (Figma, Sketch, InVision, Zeplin, etc.) within a lean/agile process, plus hands-on work (see below under Clearwater Compliance).
- **Coached and mentored UXers in best practices** in UX research, design, usability, process, collaboration, presentations, and innovation.
- Delivered many **successful presentations** for clients and stakeholders, including executives, on product design, UX strategy, and roadmaps.
- Collaborated closely with the front-end engineering team to define & maintain a UX **design system** for all SaaS products.
- Led **design sprints & workshops** for design, prototyping, and testing of product ideas and UX solutions.

### Director of UX & Principal Designer, Clearwater Compliance

Franklin, TN (remote)

JUL 2017 - OCT 2019



- **Implemented a modern, user-centered, efficient, full lifecycle UX process** into a company that had no previous UX practice, integrating it into an Agile dev environment, across all SaaS product lines in the B2B cybersecurity-for-healthcare space.
- **Led all UX design** for the entire digital product portfolio, consisting of multiple B2B SaaS apps, working closely with the VP of Product Innovation, other executives, engineering, and business analysts.
- Improvements that I spearheaded helped Clearwater win the **"Best in KLAS 2018" award** as the #1 company in Cybersecurity Advisory Services and solidified IRM Pro as the #1 cybersecurity software suite for healthcare risk management.
- Designed the UX for a **patented feature** for the company's flagship SaaS product (I am listed as an inventor on the patent).
- **Hands-on UX work** included:
  - User research and analysis
  - UX Strategy
  - Wireframing & Prototyping
  - Visual design
  - Journey mapping
  - Field studies
  - Design specs (requirements) & all other UX deliverables
  - Usability testing and analysis

- Interaction design
- Persona creation
- Creation of Design System, including living style guide and web component library
- Conducted multiple **contextual inquiry user studies** at client sites, directly observing users in their work environment, and documenting / analyzing findings to inform design.

## Director of UI/UX & Principal Designer, 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.

- **Helped increase NPS by 10%** by migrating legacy apps to a modern UX architecture for SaaS apps, utilizing Angular.js, Bootstrap, SASS, HTML 5, and web components in a Material Design visual and interaction framework.



- Created and delivered **strategic UX and product presentations** to 25+ customers representing 200+ healthcare facilities, as part of the customer retention program. Retained 100% of those customers.

- Directed the creation and maintenance of a **design system**, including a **living style guide** and **web component library** for HTML, CSS, and JavaScript.

- Conducted multiple **contextual inquiry user studies** at client sites, 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 clients & stakeholders to present product designs, UX strategy, and roadmaps, build shared product vision, deliver UX specs, and to champion Design Thinking throughout the company.

## Director of UI/UX, Influence Health

Birmingham, AL

AUG 2014 - AUG 2015

- **Led all UX design and development** for Influence Health's entire suite of SaaS applications in the healthcare space, including EMR, marketing, practice management, population health, and more.

- **Managed a team of 10+ UXers & 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.



- Successfully introduced and coached **Mobile First Design, Responsive Design, and Inclusive 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.

- **Successfully delivered many successful UX presentations** to varied stakeholders, including the C-Suite, to build understanding of product vision & strategy, explain user research results, explain UX strategy and guidelines, and to build design thinking as a core capability of the company.

## Vice President, Strategy & Innovation, 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, **generating millions of dollars in revenue** for clients and Metapress.



- Created and delivered many **sales and marketing presentations** for Metapress that resulted in multi-year, **multi-million-dollar contracts** with publisher clients.
- Recruited and directed an advanced **10-person cross-functional innovation team**.
- **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.



- **Developed & executed 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.
- **Recruited and led 15-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 by consumers.
- Developed best-in-class **analytics features** utilizing Google Analytics and a custom data-gathering (telemetry) and analysis solution.

## Director of Innovation & Design, Metapress

Birmingham, AL

SEP 2004 - JUL 2010



- **Increased profitability by 43%** by leading creation of innovative solutions in the areas of **UX, user behavior modeling, e-commerce, usage analytics**, and preparedness for **emerging technologies such as mobile** (smartphones and tablets).
- **Recruited and directed an advanced 10-person cross-functional innovation team** that performed design- and technical research in support of the *Metapress* scholarly content hosting platform (see above).

- **Developed new e-commerce features and UX** for the Metapress platform, including a personalized shopping cart to purchase print- and e-books, individual e-book chapters, e-journal articles, and subscriptions, via a variety of payment methods, all within a secure, **PCI-compliant** infrastructure.

## Director of Digital Library Services, EBSCO

Birmingham, AL

APR 1998 - SEP 2004

- **Recruited and managed a cross-functional product development team of 30+** UX designers, engineers, QA staff, business analysts, operations staff, technical writers, and trainers.
- **Produced millions of dollars in revenue for EBSCO by leading my team in the creation of multiple, successful e-content SaaS products** targeted at the higher education market, including original product ideas, strategy, team building and leadership, and seminal designs.



## 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**

## PROCESSES / TECHNIQUES

**Leadership and Team Building:** UX and Product Design recruiting and hiring for all roles • Mentoring UXers in User-Centered Design • Managing small and large teams • Teaching & evangelizing UX

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

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

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

**Process:** Lean / Agile • SCRUM • Kanban • KPI and Metric Definitions & Analysis for UX • Design Sprints & Design Workshops • 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 3 • Sass • JavaScript • GitHub / GitLab • Slack • MS Teams • Trello • Confluence • JIRA • and more