

DAVE PHILBIN

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SUMMARY

With over 15 years of experience as a user experience designer and leader, I produce innovative solutions to address customer needs with a user-centered design process emphasizing:

- Concept generation research
- Strategic design practices
- prototyping, wire-framing & interface design
- evaluative research
- design guidelines & development

I leverage my exceptional leadership, project management, communication, presentation and team collaboration skills with design, product management and development to evolve ideas from concept to realization. I manage teams with multiple and complementary skill sets to achieve exceptional business outcomes.

PROFESSIONAL EXPERIENCE

SENIOR MANAGER, PRODUCT DESIGN - WAYFAIR, BOSTON, MA

JULY 2019 - PRESENT

Leading and growing a UX organization comprised of teams focused on Product Design, Content Strategy and UX Research. Executing work across multiple senior stakeholders to balance business needs, customer needs and stakeholder priorities.

- Developed project request process to streamline work ingest and execution
- Created a talent pipeline, on-boarding 8 Content Strategists, and 2 UX Researchers (to date)
- Aligned team resources across 8 stakeholder areas/priorities

PRINCIPAL UX SPECIALIST - THE MATHWORKS, NATICK, MA

2017 - 2019

Analyzed and improved complex customer workflows. Designed simple and usable experiences to support workflows and workflow hand-offs. Balanced user needs with technical constraints and business goals. Responsible for prototypes, interaction design, UX research, wireframes, design specifications, and requirements. Performed design reviews with development, product management, test engineers and leadership. Served as a mentor for junior UX members.

- Designed interactive tool for developing Advanced Driver-Assistance Systems (ADAS)
- Introduced new workflow evaluation tools, and associated training, across UX organization
- Designed new experience for customers to seamlessly integrate hardware-in-the-loop (HIL) simulation

MANAGER, UX RESEARCH & STRATEGY - VERIZON WIRELESS, WALTHAM, MA

2011 - 2017

Managed the customer research team, including budget and priorities for internal and external research partners. Delivered executive presentations of research findings and strategic design implications. Explored and introduced new research methodologies. Established product strategies based on customer needs. Collaborated with product owners to uncover market opportunities that met business needs.

- Created a research-based UX benchmark program resulting in targeted and cost effective UX specifications
- Designed product strategies to open new markets, such as mobile devices for kids and parents
- Managed lab facilities and research staff, including usability labs and on-site and off-site focus group locations
- Managed \$750k budget and came in under budget every year, executing ~40 studies per year

USER EXPERIENCE TEAM LEAD - VERIZON WIRELESS, WALTHAM, MA**2009 - 2011**

Led projects with cross-functional teams bringing products from concept through execution.

Established new product definitions, validated product concepts and ensured products would engage consumers and exceed customer expectations. Responsible for detailed designs, including interactions design, wireframes, comps, design specifications, requirements and compliance plans.

- Designed, tested, iterated and published UI/UX requirements for a cross carrier widget platform (JIL) for WindowsPhone, Android and BREW devices to all major VZW OEMs: Samsung, LG, HTC, and Motorola
- Designed, tested, iterated and launched first-in-market cross-platform mobile app store (V CAST Apps)

DISTINGUISHED MEMBER OF TECHNICAL STAFF - VERIZON LABS, WALTHAM, MA**2005 - 2009**

Senior member of the User Experience team responsible for service innovation. Conducted, analyzed and synthesized user research to uncover unmet customer needs and create a roadmap of strategic product opportunities. Designed and documented service concepts including wireframes, and service prototypes.

- Designed and executed research program to ideate novel interactive components for FiOS TV, resulting in 5 interactive TV services and more than 10 patent applications
- Created support for the growth of FiOS TV franchises by presenting interactive TV concepts to stakeholders at all levels, including executives, analysts, investors and government agency stakeholders

SENIOR MEMBER OF TECHNICAL STAFF - VERIZON LABS, WALTHAM, MA**2000 - 2005**

Created new services for Verizon, focusing on the Yellow Pages digital marketing strategy. Partnered with key stakeholders across the business and development organizations to define and execute digital strategies.

- Using iterative design, customer research and web metrics, designed an innovative map based method to find businesses. Extremely well received by users and one of a kind (prior to Google maps)
- Leveraged human decision making literature to design bidding procedures and processes to support the transition of the Yellow Pages business model from pay-for-placement to pay-per-click

INSTRUCTOR – PSYC 1101 INTRODUCTION TO PSYCHOLOGY - GEORGIA TECH, ATLANTA, GA **SUMMER 1999**

Developed the course materials and taught a class of 50 undergraduates, focusing on an introduction to a variety of psychological theories and approaches, but ultimately emphasizing critical thinking skills.

- Developed curriculum, quizzes, and exams
- Led all aspects of the class, including teaching, office hours, and proctoring
- Extremely highly rated by students

EDUCATION:**M.S., Engineering Psychology, Georgia Institute of Technology**

Masters Thesis - Training in virtual environments: Analysis of task appropriateness

B.S., Psychology, University of Massachusetts

Honors Thesis - Exploring parameters of latent inhibition