

# Phil Pickett

971.202.0128 - Portland OR 97213 - p.pickett.2013@gmail.com  
<http://www.linkedin.com/in/philpickett> - Portfolio: <http://www.philpickett.me>

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## **UX Designer, UI Designer, Interaction Designer, User Researcher, Product Designer**

Full-stack Designer with a hybrid of skills focused on creating Enterprise Web and Mobile applications. Experience collaborating with multiple cross-functional teams to align expectations and goals while actively championing user's needs to make intuitive user-friendly products.

### **EXPERIENCE**

NIC Inc, Austin, TX

May 2018 – May 2023

#### **UX Designer, UI Designer, Interaction Designer, User Researcher, Product Designer**

Built multiple award-winning web sites and web apps with over 30 million visitors a year for the public, state agencies and their constituents.

- Utilized Surveys and Field Studies to create User Personas and supporting documentation which improved cross-team communication and shared-understanding of user's expectations and behavior.
- Solidified User Scenarios and reduced development efforts by 50% through onsite User Interviews which exposed unknown pain-points and workflows.
- Led sessions observing and documenting user behavior for improving usability which reduced total time for task completion by 40%.
- Tested design concepts with paper cut-outs directly with users to evaluate their effectiveness which reduced development time by 30%.
- Created User Flows and Service Designs which transitioned client's analog processes into all digital work-flows while establishing the application's Information Architecture.
- Created Wire-Flows and Page-Flows with InVision and Sketch for various user scenarios which reduced development efforts and increased shared-understanding among business and development teams.
- Researched and implemented popular contemporary design patterns for an interactive Social Media section on Texas.gov which won multiple awards.
- Researched and implemented industry best practices for a unified Style Guide and Design System for over 70 apps coalescing differing styles which reduced overall development time by 40%.
- Utilized Axure RP, Sketch, InVision, Craft, Adobe Photoshop and Illustrator to build wireframes, mockups and working prototypes which streamlined the product development cycle.
- Championed Accessibility-first thinking while collaborating on/designing User Interfaces which reduced QA and development cycles.
- Integrated custom design into Salesforce's Lightning Design System with HTML/JS/CSS to meet project goals.
- Increased Product Design cycle efficiency by 30% through utilizing Lean UX principles to test assumptions as quickly as possible.
- Collaborated with design teams of up to 4 designers and multiple cross-functional Agile Scrum teams with up to 9 members in the creation of applications with over 200 users and 100,000 customers.
- Led Scrum ceremonies for UX team with 9 members which increased team efficiency and focus.
- Helped organize mission-critical efforts to meet crucial contractual deadlines during a high visibility project.

## **TECHNICAL SKILLS**

### Skills:

- Market Research/Competitive Analysis
- Field Research, Conducting Surveys
- User Personas
- User Scenarios
- Omni-Channel Journey Maps
- Page and Wireframe Flows
- Heuristic Evaluations
- Wireframing
- Mockups
- Prototyping
- Analytics/Heat mapping

### Design Tools:

- Sketch
- InVision
- Axure RP
- Adobe Photoshop
- Adobe Illustrator
- Figma
- Visio

### Methodologies:

- Human-Centered Design
- Web Accessibility – Section 508, WCAG 2.0
- Atomic Design
- Lean UX
- Agile Scrum
- SAFe Agile

### CMS:

- Wordpress themes
- Wordpress administration

## **EDUCATION**

**Bachelor's of the Arts, Music and Technology**, Columbia College Chicago, Chicago IL

## **CERTIFICATIONS**

NNgroup Certified UX Designer Since 2016

## **PROFESSIONAL DEVELOPMENT**

Lean UX Bootcamp  
Basic Drawing and Compositional classes at The Contemporary Austin Art School  
Austin Agile University  
E145 – High Technology Entrepreneurship course – Stanford

## **REFERENCES AVAILABLE**