

## Summary

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I help organizations navigate the challenging transformation towards human-centered and business-feasible design, so they can leverage the tremendous competitive advantage it provides. By delighting users with meaningful, top-quality solutions across multiple platforms, I enable organizations to become industry leaders through deliberate, strategic innovation.

For the past 14 years, I've worked with multi-disciplinary teams (large and small) to promote, embed, and nurture a culture of digital craftsmanship through UX research, comprehensive project strategy, and compelling design deliverables.

## Skillsets

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### UX Skills

- User-Centered Design Strategies
- UX Research & Analysis
- Personas & Empathy Mapping
- Experience/User-Story Mapping
- Card-Sorting & Tree-Testing
- Information Architecture (IA)
- Content Strategy
- User-Flows & User-Interface Design
- User-Interface (UI) Design
- Wire-Framing & Prototyping
- Usability Testing & Refinements

### Software

- Axure, Figma, Adobe XD, & Sketch
- Photoshop, Illustrator, InDesign
- Miro & Zeplin
- Acrobat, DaVinci Resolve
- Microsoft & Apple Office Suites
- Google Analytics & cPanel
- Wordpress CMS
- A.I. Research Tools  
(*Dovetail, Looppanel*)
- Mailchimp Email Management
- JIRA, Confluence, & Microsoft Azure

### Languages

- HTML
- CSS / SASS / Bootstrap
- Javascript/jQuery
- HTML Email Design
- PHP / My SQL

## Work Experience & Results

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### Senior UX Team Lead

(June 2022 - July 2024)

AstraZeneca

**Scope Roles:** *UX Leadership, Coaching, & Strategy || Product Design || Business Transformation*

- **Design of industry-leading A.I. and Machine-Learning products;** including a revolutionary cancer diagnosis tool leveraging AI and machine-learning to reduce diagnosis time by 85%, and a predictive quality assurance system that reduced drug production downtime by 50% while reducing materials wastage ([view project](#)).
- **Recruited & led product teams on several executive-tier projects;** led multi-disciplinary teams in the planning, design, and development hand-off of products that included a direct-to-consumer portal for the industry's first self-administered flu vaccine, and strategic market data tools used exclusively at the highest executive levels.
- **Promoted to UX Leadership & Advocacy role;** in less than a year, I was promoted to a visible leadership role within the IT organization to lead educational workshops, conduct cross-disciplinary symposiums, and determine strategy for UX Team involvement in several company-wide projects.

## Senior UX Designer II

(April 2021 - May 2022)

Lexis Nexis IP

**Scope Roles:** *UX Research I Web App Redesign II Accessibility II Localization II Design Systems*

- **Created UX Research framework and product documentation;** consolidated and expanded on existing product deliverables to co-ordinate design, development, and product teams.
- **Redesign of flagship IP analytics software;** successfully redesigned the preeminent patent analytics tool in LNIP's product portfolio, allowing the organization to become the preferred solution provider for the United States Patent & Trademark Office ([view project](#)).
- **Led accessibility and localization efforts for international markets;** coordinated UX research and implementation of localization/accessibility standards with teams across Europe and the Pacific Rim to enable expansion into new international markets.
- **Created a comprehensive Style Guide and Design System;** streamlined the ongoing redesign of existing digital products through comprehensive documentation of flexible design patterns and accessible standards.

*Additional work history is available upon request.*

## Personal Projects & Professional Associations

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- UX Strategy Book (Planning Phase) *In-Process*
- Public Transit App for iOS & Apple Watch (Design/Testing Phase) *In-Process*
  
- Pistoia Alliance (UX Life Sciences Contributor) *2023-Current*
- BarCamp Philly (Lecturer & Volunteer) *2018-Current*
- Content Strategy Philly (Leadership & A/V Production) *2017-2022*
- PhillyCHI (Volunteer) *2018-2019*

## Education

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### *UX Strategy & Web-Design (2016-2017)*

(Springboard Online Platform) UX Design Intensive Program,  
(Treehouse.com) Web Design & Front-End Development

### *Sheridan College (2011 & 2008)*

Advertising & Marketing Management (Post Graduate Certification),  
Design Fundamentals (Post Graduate Certification)

### *University of Toronto (2005)*

Honours BA. Psychology, Economics, English Literature

To download a copy of my portfolio, please visit <http://www.davidserviceux.com>.