



# DEAN HURLEY

## User Experience Strategist

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### SUMMARY

User experience evangelist with extensive expertise seeks a position leading teams of design professionals and driving enterprise-wide UX/UI strategy.

### SPECIALTIES

Proven leadership in managing and building highly functional user experience teams in high-growth corporate environments.

Advocate of the user. Champion of organization-wide design strategies and best practices based on comprehensive usability testing, user profiling and usage analysis.

Educator of design and user experience practices in institutional and corporate settings.

### EXPERIENCE

#### **Director of User Experience**

**2014 - Present**

*ADP, LLC - Roseland, NJ*

Conceptualize and implement a transformative strategic design vision at an enterprise level. This encompasses 120 products, 600,000+ clients and 50,000,000+ end users in 100+ countries.

Direct a cross-disciplinary team of design strategists, researchers and front-end developers charged with creating and operationalizing company-wide UI/UX standards and philosophies.

Created enterprise-wide front-end development strategy to ensure end-to-end adherence to ADP UI/UX standards.

Create an intranet website that provides robust documentation about UX patterns supporting the company's next generation global, integrated user experience. Increased visitation 840% in the first 6 months.

#### **Principal User Experience Designer, Senior Product Designer**

**2008 - 2013**

*LexisNexis - New Providence, NJ*

Led the overall design strategy for high-traffic, award-winning web properties, iOS and Android applications. This included managing a cross-functional design team responsible for creating interfaces and ensuring a high-quality user experience.

Qualified design decisions with iterative product discovery and usability testing regimens. Over 400 individual participants were tested each year.

Streamlined approaches for organizing and communicating design requirements by creating robust pattern libraries, high-fidelity screen shots, wireframes and user flow diagrams.

Contributed to a 19% growth of Lawyers.com traffic and a 112% increase in traffic on the site's mobile optimized version - year-over-year, 2011-2012.



**EXPERIENCE**  
(CONT.)

**Manager of User Experience,  
User Experience Designer**

**2005 - 2008**

*IntraLinks, Inc. - New York, NY*

Managed a cross-disciplinary team of six, including one remote employee. Aided team members in goal setting and long-term career development.

Spearheaded the design of the UI and end-user documentation of the company's hosted enterprise software products. This included a complete redesign of the core offering based on internal and external product usability tests/focus groups.

Created best practices and strategies around the overall user experience. This included the creation of an end user education strategy that meets client, marketing and internal training needs, as well as the establishment of a formal GUI pattern library to enforce design standards among developers on and offshore.

Partnered with product managers, developers and executives to ensure that business requirements were designed, documented and implemented correctly.

Contributed to the positive growth of the company (40 million to over 140 million) in the span of three years.

**Interface Designer**

**2002 - 2005**

*Thomson Financial (Thomson-Reuters) - New York, NY*

Designed and implemented GUIs for hosted enterprise software products.

Created paper prototypes and participated in usability tests to determine user needs and tested the viability of new workflows.

Aided in the creation of GUI standards across products. This included creating a robust UI component style library for developers.

Worked with product managers and developers to design/implement intuitive interfaces with emphasis on a seamless trouble-free user experience.

**OTHER  
ACTIVITIES**

**Adjunct Professor**

**2004 - Present**

*Seton Hall University - South Orange, NJ*

Teach undergraduate college students web design mechanics, HTML/CSS coding practices and user experience strategies.

Designed a comprehensive UX program with emphasis on the development of aesthetics, personal expression, critical thinking and furthering of technical competence.

Spearhead the creation of a mobile design undergraduate course with a focus on the creation of experiences that are persistent across devices and appropriate to device and usage contexts.



**OTHER  
ACTIVITIES**  
(CONT.)

**Freelance Design Consultant**

**2000 - 2017**

*Summit, NJ*

Design web-based solutions for small to mid-sized companies. This includes the creation of a knowledge management intranet website to facilitate the dissemination of competitive intelligence amongst salespeople.

Conduct heuristic reviews of websites for small/mid-sized companies. These leverage published research data, usability principles, and prior design experience, to evaluate the website and provide recommendations.

**SKILLS**

- User-centered design
- Enterprise UX strategy
- People management
- Servant leadership & mentoring
- User research methodologies
- UX pattern libraries
- Front-end development strategy
- Mobile strategy
- Business analysis
- Pragmatic marketing
- Product management
- Semantic web and accessibility
- Agile methodology
- Design education & training
- Help & support design
- Adobe Creative Suite
- Sketch
- SEO and SEM best practices
- Web optimization
- Social media design
- Prototyping (Invision & Balsamiq)
- HTML5 & CSS3
- Atlassian JIRA & Confluence
- Blueprint Requirement Center

**EDUCATION**

Seton Hall University, South Orange, NJ — Bachelor of Arts: Communications, 2002.

Seton Hall University, South Orange, NJ — Certificate of Web Design, 2002.

**REFERENCES**

By request.