



DEAN HURLEY

User Experience Strategist

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SUMMARY

User experience evangelist with extensive expertise seeks a position managing a team of design professionals where my professional and teaching skills will make a valuable contribution to an established company or institution.

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 web design and user experience practices in institutional and corporate settings.

Successful track record driving robust user experience requirements through a product development life cycle - from concept and planning through roadmap prioritization and definition through market launch.

EXPERIENCE

Principal UX Strategist

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.

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.

Provide direction to product designers transforming the user experiences of individual products to ensure proper compliance with the new design standards and philosophies.

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 the efforts of a cross-functional design team to create interfaces and ensure 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.



DEAN HURLEY - USER EXPERIENCE STRATEGIST

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.

Worked closely 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

Freelance Design Consultant

2000 - Present

New Providence, 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.



DEAN HURLEY - USER EXPERIENCE STRATEGIST

OTHER ACTIVITIES (CONT.)

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.

Create a comprehensive curriculum spanning four classes 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 to ensure that designers entering the workforce be versed, not only in the mechanics of traditional web/application design, but also in the creation of experiences that are persistent across devices and appropriate to device and usage contexts.

SKILLS

- User centered, persuasive design
- Design team management
- Project management (Waterfall, Agile)
- User research methodologies
- Responsive design
- Mobile application design
- Adobe Photoshop
- Adobe Dreamweaver
- Adobe Illustrator
- HTML5 & CSS3
- Balsamiq wireframing tool
- UX strategy
- SEO and SEM best practices
- Web optimization
- Social media design
- Semantic web and accessibility
- jQuery & jQuery Mobile
- Javascript
- Microsoft Project
- Microsoft Visio
- 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.