

# Steve Kearsley

Senior UX Product Designer and Researcher

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UX Portfolio: <http://www.kearsleyux.com/>

Location: Huntington Beach, California

## COMPETENCIES AND SUMMARY

- Lead UX product design, UX research, UX architecture and UX design strategy for web and mobile applications.
- Conduct user research interviews, develop user studies, personas, customer journeys, synthesize quantitative and qualitative data analysis, vision future experiences and evangelize these concepts across teams and stakeholders.
- Lead, contribute to, and guide product vision, roadmap, requirements, user research, and strategic design deliverables.
- Experience with how ML and generative AI-based decisions are optimized and diagrammed for analytics, virtual digital assistants, copilots for enterprise applications, operations management solutions, and other forward-looking solutions.
- User experience auditing for the design and redesign of impactful product experiences across enterprise applications.
- Curious lifelong learner and staff mentor; adaptable, self-motivated, a relationship builder, and excellent communicator.

## EDUCATION

**Master's Degree** in Multimedia, California State University, East Bay (3.9 GPA)

**2003–2005**

**Bachelor's Degree** in Visual Design from Western Washington University, Bellingham, WA.

**1981**

## SOFTWARE SKILLS AND CERTIFICATIONS

- Experience with user experience product design, UX research, interaction design, visual design (15 yrs)
- Designing for generative AI and machine learning optimization (3 yrs)
- Experience with Figma, FigJam software (6 yrs)
- Experience with enterprise data-informed design, business intelligence and analytics software (15 yrs)
- Adobe Creative Suite: Illustrator, Photoshop (15 yrs), Adobe XD (5yrs)
- Design thinking workshops (3 yrs)
- Enterprise web and mobile application design / human centric guidelines (15 yrs)
- Experience with design systems (10 yrs)
- Experience with user personas, user scenarios, journey maps, ideation, hi-fidelity mockups, usability testing (10 yrs)
- Design thinking, design strategy, UX architecture, customer experience (10 yrs)
- Augmented, virtual reality, XD reality user experience concept development (2 yrs)

## PROFESSIONAL EXPERIENCE

**Google**, Irvine, CA (hybrid contract position - The Judge Group)

Jan **2023** – Aug **2023**

### Senior UX Interaction Designer

- Lead product designer and UX researcher for re-design of the Customer Support Data Catalog - a crucial business intelligence and analytics enablement tool that holds customer support data for all Google products, worldwide.
- Data catalog project involved generative artificial intelligence and machine learning UX product design, extensive UX research Interviews (18 user interviews) and the development of user personas, user flows, journey maps, concept ideation, and application mockup prototypes at different levels of fidelity. (Figma and FigJam)
- Actively liaised and reported to key stakeholders, collaborated with design, business, and engineering product teams.

**Best Buy**, Richfield, MN (remote contract position - C4 Technical Services).

May **2022** – Sep **2022**

### Senior UX Product Designer

- Senior UX designer for the Best Buy Enterprise Enablement Tools UX team, my UX design role was embedded in the big data, AI, Adaptive Machine Learning Platform team to help drive better customer outcomes on BestBuy.com.
- Advocated for the human centered design process: Customer journey mapping, visioning of user's next best action, prototyping with generative AI and ML diagramming software, conducted user Interviews, field research studies and qualitative research to inform data driven consumer behavior and to help drive the best customer experience possible.
- User research insights improved how machine learning and generative AI decisions are designed, programed, and understood, coaching the data team to use a human centered design process and mindset in their daily work. This led to a better understanding of how AI and machine learning applications can focus on personalization and assist customers in their online purchases, without overwhelming the user. (Figma and Miro)
- UX design work influenced the way data scientists interacted daily with program managers, designers, and customers.
- Actively liaised and reported to key stakeholders; collaborated with design, business, and engineering product teams.

- Motorola Solutions**, Chicago, IL (remote FTE position) Nov 2021 – May 2022  
**Senior Staff UX Product Designer – Motorola Innovation Lab**  
  - Lead UX strategic researcher for the next generation of data-driven enterprise product applications.
  - Actively liaised and reported to key stakeholders; collaborated with design, business, and engineering product teams.
  - UX research and UX design work focused on internal product applications that use machine learning, artificial intelligence and advanced data visualization for commercial on-site video surveillance and analytics, enterprise logistics planning tools, public sector AI enabled workload planning tools and device inventory management tools.
- Vincit**, Irvine, CA (FTE position) Jun 2021 – Oct 2021  
**Principal UX Product Designer**  
  - Lead UX researcher and UX designer for data-driven mobile and web applications, data analytics, business intelligence dashboards, enterprise workload and logistics planning tools and e-commerce enterprise product applications.
  - Actively liaised and reported to key stakeholders, collaborated with design, business, and engineering product teams.
- InfoMagnus**, Huntington Beach, CA (FTE position). Mar 2019 – Sept 2020  
**Director of User Experience**  
  - Lead UX researcher and UX designer for an integrated, data-driven enterprise product application suite for \$4B revenue client that manages workload for 60 retail teams, 390,000 retail stores, 3,500 clients and millions of products.
  - Lead UX designer for a responsive web/mobile application platform that is deployed on the cloud and replaces five individual legacy software enterprise applications - logistics planning, in-store mobile tool, workload planning tool, and administration portal.
  - Actively liaised and reported to key stakeholders, collaborated with design, business, and engineering product teams.
- Motion XR Startup**, Huntington Beach, CA. Sep 2017 – Mar 2019  
**Co-Founder / Principal XR Designer** (personal technology project, <https://motionxr.net>)  
  - Developed the MotionXR wireless 6DOF I/O technology platform, providing an immersive multimedia user experience for professional training and product design proof of concept for augmented reality and virtual reality applications.
- CareerBuilder**, Irvine, CA (FTE position) Apr 2013 – Sep 2017  
**Director of User Experience**  
  - Lead UX designer, (managed internal creative team) for data-driven user experiences for CareerBuilder's enterprise product applications.
  - Translated conceptual ideas into high quality data-centric product applications, such as the Big Data Analytics platform, the Talent Network Analytics application, and the CareerBuilder HR Compliance Suite.
  - Lead UX Researcher and UX Designer for CareerBuilder's easy-to-use Candidate Sourcing CRM platform, a comprehensive application platform for enterprise organizations to recruit high quality candidates.
- Composite Apps**, Irvine, CA (FTE position). Dec 2011 – Apr 2013  
**Director of User Experience**  
  - Lead UX researcher and UX designer for data-driven enterprise product applications, data analytics and business intelligence dashboards, intelligence, surveillance, and reconnaissance applications, supplier intelligence and DoD resource planning tool applications to improve business performance, increases revenue and operational efficiencies.
- Raytheon**, El Segundo, CA (FTE position). Jan 2006 – Dec 2011  
**Senior User Interface Designer**  
  - Lead UX designer for data analytics, intelligence, surveillance, and reconnaissance product applications, DoD resource planning tools, supplier intelligence and logistics tools, data analytics and business intelligence dashboards.
  - Developed concept art and UX designs for interactive 3D product demos.
  - Developed user experiences for Raytheon engineering internal research and development projects (IRADS).
  - Raytheon "one-touch tasking and visualization" engineering patent for Multifactor Intelligence User Interface.
- Exploratorium Science Museum**, San Francisco, CA (FTE position) Jan 2001 – Dec 2005  
**Senior Graphic/UI Developer**  
  - Senior UX designer for the museum's mobile guidebook project. Intel supplied the engineering support for the project.
  - Designed interactive science exhibits that required simplifying scientific information into easy-to-understand visuals.
- San Francisco Chronicle**, San Francisco, CA (FTE position) Jun 1991 – Dec 2000  
**Senior Graphic Designer/Illustrator**  
  - Collaborated with editors and reporters to produce editorial informational graphics and illustrations.
  - Pulitzer Prize Finalist (runner-up) in Explanatory Reporting for San Francisco Chronicle - Produced infographics illustrating the epidemic of health risks associated with the reckless use of unsafe hypodermic needles.