

Kris Davis

User Experience & Digital Product Strategy
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SUMMARY

I have been designing digital experiences for the past 8 years. I am passionate about designing complex transactional software for web and native experiences. When I am not talking to users I can usually be found facilitation meetings or sketching on a white board. I am passionate about working with teams to make world class software and driven to not only educate, but expand how we all think about design.

EDUCATION

Northwestern University

2012 - 2014

Masters in Product Design and Development Management

MBA curriculum meets engineering curriculum to create a MS degree focused specifically towards the management, development and design of physical, service and software products. Co-taught by faculty from the Kellogg School of Management, McCormick School of Engineering and Segal Design Institute.

Finance · Accounting · Organizational Development · Negotiations · Decision Making Under Uncertainty · Market Research · Design Strategy · Statistics · Project Management · Lean Design · Intellectual Capital Strategy · Global Development · Innovation Management

Art Institute of California

2002 - 2006

B.S. Interactive Media Design

Curriculum designed to craft creators of digital experiences. Part design, part development, it teaches designers how to understand users and design products to meet their needs.

Digital Design · Front-end Technology · Back-end Technology · Information Architecture · Typography · Color Theory · Advertising & Branding · E-Commerce Development · Interface Design · Web Standards · Open Source Technology

Misc Education

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University of British Columbia - Web Analytics
Silicon Valley Product Group - User Experience Design Evaluation
Silicon Valley Product Group - Create Products Customers Love
Cooper - Interaction Design Practicum

EXPERIENCE

Deloitte Digital

2014 - Present

User Experience Consultant

I design mobile applications and software for enterprises and governments looking to transform their business.

Sears Holding Corporation

2012 - 2014

User Experience Architect - Team Lead

Functioning as the team lead for a great group of UXAs to develop process and tools to enable great work. I was also involved with: estimating projects, assigning projects based on utilization/skills, quality of UX work and quality of UX output. As the team lead I lead design, research, planning and usability testing for applications such as: Learning Management Systems, Dashboards, Portals and Sears mobile point of sale. My focus was on Operational Performance, Analytics, Portals and E-Learning applications.

Lean Startup Challenge

2014 - 2014

Lean Product Mentor

I helped teams involved with the challenge apply lean methodologies to their startups. My focus was on: viability testing, design of experiments, success metrics, and the design / development of products. One of the 2 teams I mentored took first place in the challenge.

Kareo

2012 - 2012

Product Manager

Kareo is a SaaS based practice management and EHR startup based out of Irvine CA. As a Product Manager/Owner my role was to create and manage our customer development program, manage the KPI dashboard, validate solution prototypes and act as the product owner in an Agile Environment.

I resigned from this position to move to Chicago and pursue a graduate degree.

Webvisible

2010 - 2011

User Experience Designer

I drove end-to-end product design of a variety of enterprise products, internal tools and B2B applications. When a vague business objective was identified I was responsible for defining the scope and doing the necessary user research, modeling, prototyping, validation, low fidelity design, visual design, documentation, usability testing and product iteration.

I was laid off when company went under.

The Silk Tie

2010 - 2010

Co-Founder

The Silk Tie was a company that imported ties from Thailand into the United States for retail sale. My business partner and I set up a turn key fulfillment center in Portland that was responsible for receiving and shipping of the ties. I developed the e-commerce site using Magento cart and was responsible for integration into the fulfillment centers API's. In addition to setting up the site I developed and designed the theme. I was also responsible for utilizing social networks to market and drive sales to the site.

EXPERIENCE

LRN

2008 - 2010

Product Designer

I worked with product managers and engineers to upgrade the flagship enterprise learning management systems. I conducted user interviews, modeled them into personas, and used them to inform design decisions. I was responsible for creating design documents and collaborating with our engineering team. I was also responsible for creation of our interaction design library that allowed us to reuse interaction patterns easily across multiple projects.

GoLive2

2007 - 2008

User Experience / Interaction Design for Web

Took high level plans and ideas and put them into meaningful functional designs. Conducted cross-functional meetings as well as stakeholder meetings to determine requirements. Designed wireframes, flows, visual layer design, and logos for various aspects of the website. 9,000+ page views a month gaming portal.*Company lost funding.

Sunshine Products

2007 - 2007

Interactive Marketing & Ecommerce Designer

Maintained, updated, ran and designed public facing aspects of the company. From the website (e-commerce) to the catalogs, and various advertising. Created compliant HTML emails, magazine, web and catalog ads. Advised on marketing strategy and worked to polish the overall branding of the company. Assessed current business landscape to determine strategic partnerships. Set up site analytics and managed site wide SEO. Analyzed user trending and conveyed the data and trending reports to the owner.*Company went under

idealForm

2006 - 2006

Freelance

I did contract work for small to large companies. The work I did ranged from developing ecommerce sites to leading flash development efforts for large engineering companies. Clients Include: Parsons Engineering • Sunshine Products • San Pedro Eyecare Center • Neuro Integration Center • Guebelli Interactive

User Experience

User Research ★★★★★★
Sketching ★★★★★★
Prototypes ★★★★★★
Personas ★★★★★★

Product Management

Market Research ★★★★★★
Strategy ★★★★★★
Workshops ★★★★★★
Agile ★★★★★★

INTERESTS

Axure, HTML&CSS, CMS, Omnigraffle, SCRUM, Lean Methodology, Statistics, Django