

Lionel Roy

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CAREER SUMMARY

UX Leader - Strategist - Designer

- Focused on measurable outcomes, UX best practices and Human Centered Design, I strive to help improve peoples' life and make the world a better place.
- From strategy to user research and design, I like to wear many hats. Lead the UX process, ensure cross-functional collaboration and partner with the executive team to ensure we stay focused on reaching the best possible outcomes.
- Passionate about UX, I enjoy "evangelizing" the practice. Help organizations optimize their processes, coach & mentor designers, and support external partners in need of expertise.

AREAS OF EXPERTISE

- Design Thinking
- Content Strategy
- UX Design
- Product Design
- Agile Methodologies
- User Research & Testing
- B2B & B2C
- Coaching & Mentoring
- Web, adaptive & Mobile
- Design Systems
- End-to-End Customer Experience

PROFESSIONAL EXPERIENCE

UX Lead III

Apr 2023 – Present

Photon - Remote

A service company..

I'm currently focused on finding opportunities to leverage AI tools and enhance the UX process at Photon. As a UX lead, I deliver anything from user flows, to wireframes or usability study reports. I also work directly with clients and lead team exercises as well as creative discovery workshops.

Deputy Director User Experience

May 2019 – July 2022

CCGI - Sacramento, CA

CCGI provides students with tools to support college, career, and financial aid planning and applications.

Brought in as the first user experience specialist I was tasked with introducing and implementing human-centered design methodologies, lead the redesign of the student platform and coach a

team to support that effort. I established a systematic approach to product design, user research processes and anchored success to measurable outcomes.

- Led the design of the first-of-its kind financial aid plan that helps students fill out the FAFSA/CADAA. From strategic planning to product specifications, I was responsible for all UX deliverables (persona, flows, wireframes, prototypes, style guide, usability study) as well as coach the team through their first product design cycle.
- Initiated, planned and implemented the UX transformation of the organization by actively evangelizing UX, facilitating cross-functional collaboration and connecting the dots between human-centered design and student success.
- Started the standardization of the brand and user experience with the creation of a design system and a pattern library (web and mobile) to ensure design consistency.

Experience Director

May 2018 – Feb 2019

AVB Marketing - Sacramento, CA

AVB is a full service marketing agency delivering custom digital solutions to brick & mortar appliance businesses.

Hired to manage 2 project managers charged with supporting the marketing design team, I lead the revamp of internal design processes as well as the designs of all new customer facing features. Mentored and coached UI designers wanting to transition to UX. Recommended and implemented best practices to enhance customer satisfaction.

- Reduced design costs by 25% and increased member engagement by 20% by identifying internal processes improvement opportunities that led to the implementation of a digital asset management solution (DAM).
- Mentored and upskilled 4 designers. Created a nurturing, outcome focused environment that enabled junior designers to grow into senior positions and take a more user-centered approach to design challenges.

Senior User Experience Designer

Sep 2015 – Apr 2018

Breyta - Davis, CA

Breyta is a boutique design agency providing digital services to mostly educational and pharmaceutical industries

Hired as the most senior designer, I was in charge of leading projects from beginning to end while managing our clients through the UX process. Delivering anything from user flows to wireframes and prototypes, I was responsible for the quality of all design deliverables. I established new processes, served as the domain expert and brought cohesion to the team.

- Continually improved efficiency for the design team and business. Worked closely with company executives, stakeholders and clients to identify improvement opportunities and ensure that our processes supported the delivery of high quality products and services.

- In charge of leading large scale projects that required deep domain knowledge and the ability to manage all aspects of the design process including clients and stakeholders.

Senior User Interaction Designer

Mar 2015 – Sep 2015

Pubmatic - Redwood City, CA

Pubmatic provides a platform that enables real-time programmatic advertising transactions.

Recruited by the VP of UX to standardize design patterns and solidify the organization's branding, I led the creation of a design system and user interaction design pattern library.

Information Architect

Aug 2014 – Sep 2014

U.S.Bank - San Francisco, CA

Short contract to convert USBank's iPhone mobile banking application to Tablet format. This included wireframing tablet layouts in Visio and updating corporate standards.

Senior User Experience Designer

May 2013 – Mar 2014

Ooyala/Data Flex - Santa Clara, CA

Ooyala was a company focused on video content workflow management systems.

Led the design of the company's "next generation" video distribution reporting tool. Worked across functions to gather requirements, validate feasibility and test the user interface. I was responsible for all UX deliverables as well as leading the design team assigned to this project.

Senior User Interface Designer

Feb 2005 – Mar 2013

Intuit - Mountain View, CA

Original member of Intuits' merchant service division, Owned the end-to-end experience for small businesses accepting credit cards through Quicbooks. Designed the companies' first commercially viable mobile app and was a founding member of Intuit's Mobile Design Pattern committee.

- Awarded 3 patents including 2 for mobile device interaction.

PATENTS

- US Patent 9338432: Mobile device with 3-dimensional user interface.
- US Patent 8718367: Displaying automatically recognized text in proximity to a source image to assist comparability.
- US Patent 8605034: Motion-based page skipping for a mobile device.

EDUCATION

De Anza College - Cupertino, Ca. - Film and Graphic Design.

ESRA (Paris - France) - Film - Lighting and camera operating.

Authorized to work in: USA, EU, Switzerland