

DEAN BARNHART RESUME

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Profession Profile

Problem solver with the skills to build and motivate exceptional teams. Recognized leader, passionate user advocate and evangelist promoting the growth and integration of product design and development within large organizations. Proven record of creating industry changing cross-platform interactive applications and brand experiences. Often brought in to refresh/redesign existing solutions where teams are struggling or to design something completely new and different. Agile professional who knows how to bring design, product, development and test teams together to successfully launch user centered solutions on time and on budget.

Notable clients include; Boeing, T-Mobile, Microsoft, FedEx, Premera Blue Cross Blue Cross, NEXTLINK (XO) Communications.

Core Qualifications

- Solid experience in transforming slow moving or stalled project organizations.
- Proven leadership having successfully directed high performing software teams in an Agile environment.
- Strong communication skills at all levels.
- Ability to motivate teams to learn and use new technologies as well as overcome unique challenges.

Work Experience

Data Analytics UX Manager / Lead Product Designer

The Boeing Company

APR 2018 - Current

Lead key executive dashboard project, hiring and assigning UX designers to each development team. Managed contracting with design consulting company and was a founding member of the group guiding project teams. This included: Agile methodology, member of the BMS project architecture team handling site structure and information, lead ideation sessions and created initial prototypes to get executive approvals.

After a year, moved on to lead program level design over multiple enterprise project teams. Implementing new and existing corporate standards, development objects based on material design and responsible for brand consistency across all sites and applications.

Senior Product Design Consultant

Premera Blue Cross

DEC 2017 - APR 2018

Hired to complete a short project redesigning the Employer customer service interface. The goal was to develop, using Microsoft Dynamics, a simplified user flow and increase the reps ability to quickly find information.

- Project was successfully completed and reduced call times by 6.5% resulting in millions saved.

Senior UX Product Designer

Agilysys

MAY 2016 - NOV 2017

Joined Agilysys to complete a short project that just kept extending. Completed research, ideated, designed, prototyped and tested multiple project products to create an entire casino, resort restaurant and hotel solution. Introduced successful research and testing approaches at the company.

- Successfully created a front desk application that modernized MGM, WYN, Golden, Caesars, Station and other Casino groups desks.

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- Designed a housekeeping management system including mobile solution for housekeepers and maintenance personnel.
- Ideated and prototyped an all-encompassing mobile resort solution; auto-room assignment, check-in, door unlock, room service.
- Increased conversion rates by redesigning Casino Hotel booking solution.
- Redesign of Agilysys restaurant reservation application successfully filling dining room occupancy and decreased issue handling.

Creative Director / Co-Owner

Travani.com

AUG 2015 - Currently on Hold

Travani is an organization that helps people find high quality medical services throughout the world at a reduced cost and then assist in booking appointments, provide travel/hotel options and payment solutions due to travel minimums.

Built an organization of highly skilled people from the healthcare and travel industries and managed the creation of each work team. Negotiated partnerships and contracting with Mastercard Digital, Western Union, Salesforce and white label for Priceline. Completed initial sales with dentists in Algodones, Mexico, 2 hospitals in Bangkok, Thailand and a pharmaceutical company in India. Worked with the US Government for approvals for Pharma including the DEA, Homeland Security and FinCEN for payment products.

Implemented the agile methodology, direct product development, UX interaction and visual design. I completed all initial user and marketing research, created a prototype, all IA, wireframes, search/filter schema and coded the front-end development. The site is responsive, using HTML5, PHP, CSS, JS and JQuery. I am leading the next effort of design and development based on new user findings and recommendations from our art director and business team. [Note: The site has been off line since 2017 due to US issues with people coming and going across the border and having problems getting back into the country.](#)

Manage/Lead UX Research Team

T-Mobile

DEC 2012 - AUG 2015

Managed research for user interfaces used in retail store by sales representatives. Completed observation testing, interviews, card sorting, A/B testing and surveys to gather requirements for improving efficiencies of the sales process. Followed up release with usability testing, observations and surveys. Participated in interaction design process to create mobile interfaces as we moved to tablet usage from desktop terminals. Developed store flow diagrams and influenced store layout changes.

Completed extensive research in call centers for interfaces used by representatives. Ran focus groups, usability tests, remote testing, and drove new interface designs to update user experience and simplify customer access points to reduce call times.

As Manager/Lead, tweaked the research process, mentored research team on methods they had not used before, developed all templates and documented research processes. Took role as evangelist for entire UX team with business stakeholders and development teams. Built prototypes for testing in both retail and care environments. Created personas for use in user story development. Participated on lead team to create processes that improved the work relationship between visual, interaction designers and researchers.

- Successfully redesigned Customer Service interface reducing hold calls from 1 hour down to less than 3 minutes resulting in the JD Powers Award 3 years in a row.
- Successfully launched mobile sales tablets in all stores resulting in shorter sales times.

Executive Director, UX & Design (Consulting)

Dendreon Pharmaceutical

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AUG 2011 - DEC 2012

Held executive role responsible for technical strategy pertaining to user experience. Created messaging and proposals for executive team and board presentations to support funding. Produced status reports for entire team to support work completed during each sprint and validated expenditures. Product Owner responsible for all aspects of design sprints. Directed the design and UX effort for the creation of a robust search and CRM solution for a startup pharma. Was responsible for the hiring of UX & design staff, user research, interface architecture and brand integration. Put in place processes, procedures and created cross platform guidelines.

Director UX & Design

Virtuoso

NOV 2008 – AUG 2011

Built and directed team of 10 including vendors to create a travel industry search, CRM and social media solution that was considered a leader in technology for travel agents worldwide. Composer is a cross-platform application that luxury travel agents use to book suppliers, manage profiles, receive travel alerts and interact with customers and tour operators.

Was a hands-on Director working with my team, peers and executives. Helped direct application development and implementing the Agile process. Responsible for HR, budgeting, travel and all employee management. Oversaw research, created conceptual designs, led training seminars and presentations at events. Created processes and all procedures for the team to use to work with development, product management and architecture. Was the evangelist for user experience with development, executive management, business and customers.

- The IOS and Android version acted as a mobile alert and contact mechanism allowing agents to quickly respond to stranded clients during the travel shutdown when the Iceland volcano erupted during the middle of the night.
- Ranked in top 100 travel apps by padgaget.com in 2009.

Creative Director, Marketing and UX | Founder

Pathway2Design

JUN 2004 – NOV 2008

After my team and I were laid off from Premera, we started a design firm providing marketing and interactive design solutions for healthcare clients. Services provided included: brand and identity development, sales collateral, promotions, advertising, multimedia presentations and online identity.

Worked as company lead visionary and evangelist for UX with customer base. Implemented and integrated UX into development teams with all customers to support "User first and mobile first" design philosophies. Was a hands-on manager leading vision and concepts for customers, completing design style guides, brand guidelines, personas, wireframes, prototypes and information architectures.

Managed development of brands, expansion of advertising and the creation of all collateral sales materials and presentations. Gathered customer requirements, created their marketing approach and then identified the list of all materials that needed to be created. Worked as Creative and/or Art director as needed.

- Grew company to 28 clients and 1.2 million in revenues in 2007 with 13 employees.
- Sterling Health Plans – in 2004 was brought in to launch Medicare Advantage product and successfully completed on time, on budget with all deliverables in only 3 ½ months.
- Puget Sound Health Partners- successfully developed identity and launched all aspects of their Medicare product offering in 2005. They became 3rd fastest growing Medicare provider in the US.
- Chinese Community Health Plan of San Francisco – increased membership 25% in 2008 with successful direct marketing campaign and new sales approach.

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Creative Director, Marketing and UX

Premera Blue Cross

AUG 1999 – JUN 2004

Started as a consultant strategist for the integration of web interface technology on all systems. Hired on as employee Manager III to implement strategy building a team of 22 to create design, UX and complete development. Wore all hats including research, design concepts, prototypes, multimedia, development and more. As work grew, hired qualified people to perform specific tasks and roles. Was the visionary and evangelist for the eBusiness team and educated the business on the importance of UX design.

- New solutions increased productivity 39%, data access by 98%, user efficiencies by 135% on average. Increased consumer adoption rates 44% over 1 year.
- Our team completed the 3-year project in 2 years and on budget.
- Successfully designed individual web presence for visitors, members, employers, doctors and sales brokers.
- Created the “clean the closet” and “dump the junk in the trunk” initiatives for brokers.

Promoted to Creative Director. Owned design and brand for Premera and LifeWise health plans. Hired design team to continue web, sales multimedia presentations, print design and advertising.

- Tightened up brand across all mediums including: promotions, sales collateral, forms, advertising, communications, web-site and broker materials.
- Successfully created proposals and materials to land Weyerhaeuser and Microsoft as large group clients.
- Received Vendor Award of Excellence from Microsoft.

Director of Design and Development

Microsoft Vendor (Meridian Partners)

JAN 1998 – AUG 1999

As web project manager, built a vendor development organization for Microsoft. When I picked up the first 7 clients the projects were failing and needed immediate care. I evaluated the issues, proposed solutions and then successfully implemented fixes. This earned my organization an opportunity to work with more internal clients resulting in 23 total.

Promoted to Director in 3 months and managed 52 employees, 5 direct reports and a budget of \$6m/yr. Directly participated as an Application & Systems Architect, Program Manager and was responsible for all aspects of the business unit including staffing, MBO, budget, P&L, forecasting, strategy and sales.

- Generated revenues of \$12m/yr.
- Customer groups included: Microsoft Business Connection, WebTV, Microsoft MCSP, Microsoft Regional Directors, Microsoft Book Publishers and Microsoft Telecom.

Sr. Manager / Webmaster / PM

NEXTLINK (XO) Communications

MAR 1996 – JAN 1998

Webmaster

HP/MAC

SEP 1995 – MAR 1996

Producer / Director / Animator

Mikota Mantz Advertising Agency

JAN 1993 – JUN 1995

Skills

User Advocacy

- Strategic thinker, leads ideation, evangelist.
- Key user advocate with executives, designers, developers and business stakeholders.
- Trained in observing and evaluating human behavior.

Management Skills

- Works with executive team as user & product representative to help with product strategies, company and department goals and objectives.
- Directs and manages staff including; hiring, performance management, skill assessment, development, mentoring, training and budgeting.
- Experience mentoring less senior architects, UX designers, product managers and cross-department staff on projects.
- Ability to scope and manage projects through all phases, from kick-off through to delivery.

Interaction Design & Technical Skills

- Knowledgeable in current interaction design standards, best practices and emerging trend and technologies.
- Able to translate business requirements into intuitive design solutions, balancing user needs, business goals and technology constraints.
- Strong visualization and communication skills to collaborate with Visual Designers as it pertains both to interactive and brand (look and feel) elements.
- Technical know-how to work with development team on the benefits, possibilities and constraints of proposed technologies and platforms.
- Able to analyze user research and web analytics data to inform and defend design decisions.
- Familiar with SEO and taxonomies for scalable search solutions.
- Demonstrated fluency with common design software to create interaction artifacts and presentations to include; Axure, Sketchflow, Basalmiq, Powerpoint.
- Hands on experience creating wireframes, annotations/specification documentation, and clickable prototypes.
- Advanced capability using design tools such as Adobe Creative Suite especially; Photoshop, Illustrator, Indesign, as well as Axure, Sketchflow, Sketch, JustinMind, Morae and more.

User Research & Strategy Skills

- Works collaboratively across editorial, product, sales, research, and technology teams to define requirements and gather insights that shape product strategies and design decisions.
- Creates process documentation to integrate ux into various environments.
- Leads and facilitates the execution of internal user testing efforts, communicates findings and recommendations to internal stakeholders.
- Has proven templates for the following methods; online and in person A/B testing, focus groups, card sort, surveys, interviews, contextual observation, heuristic evaluations, usability studies.
- Can create user experience goals and conceptual frameworks; journey flows, roadmaps, user personas, user stories, flowcharts and information architecture.

Education

MBA

Marylhurst University - Portland, Oregon

GPA – 4.0

Honors

- 2 President Honors

BS Human Communications / Consumer Behavior

Southern Oregon University - Ashland, Oregon

Graduated - 1995

GPA – 3.86 Suma Cum Laude

Honors

- Received SOU Outstanding Service Award for Communications.
- Received Outstanding Service Award for City of Ashland Recycling Program.
- Numerous President Honors.

Program Certification in Graphic Design

Portland Community College - Portland, Oregon

GPA – 4.0

Psychology

University of Wyoming - Laramie, Wyoming

Completed coursework for minor

GPA – 4.0

Certification & Training

- Agile Product Owner Certification - Solutions IQ
- Agile Scrum Master - Solutions IQ
- US. Coast Guard Auxiliary - Assistant Oil-spill Inspector for USCG Sector Seattle
- US. Coast Guard Auxiliary - Crewman
- Certified Facilitator Level 2 - Nextlink University
- Project Management Level 2 - Bellevue College
- Microsoft Certified Technician 1996
- Microsoft Silverlight Partnership Program
- PMI training

Associations

- Member of US President's Council for HMS - HIPAA
- Member IA Institute
- American Institute of Graphic Artists (AIGA) Board Member - Sponsorship Director 2004
- US. Coast Guard Auxiliary - Division Staff Officer (Communication Services) - From 2007 - 2018

Awards

2020 Pride@Boeing Achievement Award - Platform Team
2019 Boeing DTE Award of Appreciation
2019 Pride@Boeing Achievement Award - BMS
2018 Boeing Employee of the Month - Sept
2016 Agilysys Employee of the Month - April
2014 Ciber Above and Beyond Award
2011 Virtuoso Employee Appreciation Award
2005 Best of the Web Award
2004 Microsoft Award of Excellence
2004 Premera Spirit of Excellence nomination
1996 Outstanding Service Award for City of Ashland Recycling Program
1995 SOU Communications Outstanding Service Award
1994-95 SOU Numerous Presidents and Deans honors