  

David Fleming, UX/UI Design Lead  
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*Methodology*

*Progressive User Experience Research, Lean UX, and Hybrid Business Analysis are the bedrock of my strategy and success. With the right approach, your organization will produce products and services that work as good as they look. Given the chance, I can lead the teams that can make that happen in your company.*

**PROFESSIONAL EXPERIENCE**

UX DIRECTOR @ [HumansOnTheRun - Design Co-op](http://www.humansontherungallery.com) Minneapolis, MN MARCH 2013 – Present

Under my own LLC, my team has worked on a range of intermittent projects, from mid-level businesses to corporate work to Startups, we cover a broad range of various web, mobile and Pro Bono initiatives.  
**Summary of High Level Achievements:**  
Projects List: CoLab Design Cooperative – UX Research and Design, Brand Audit, Video Bio and UX Consulting; Social Services Portal development, promoting social service solutions, and a Start Up project: Virtual Reality Dating Service

ACCESSIBILITY ANALYST & Project Mgr. II @ [VerizonWireless.com](https://www.verizonwireless.com/) NJ JAN 2017 – JUNE 2017

Our initiatives support Verizon’s compliance, testing and research to provide the best accessibility features and functions for people with disabilities  
**Summary of High Level Achievements:**Research initiatives - A Benchmarking Report on Telecom Accessibility Support and a community outreach Initiative for expanding Accessibility Educational Opportunities for disenfranchised youth

SR. UX DESIGNER & STRATEGIST @ [Best Buy](http://www.bestbuy.com/) Minneapolis, MN APRIL 2016 - SEPT 2016UX Design, Strategy, Content Writing, and Engineering Liaison for the evolution of the Best Buy Corporate Pattern Library.

**Summary of High Level Achievements:**

Taking on the UX Design Lead role, I provided a strategic approach for creating, organizing and developing content to assist in expanding the Best Buy Pattern Library. Using Confluence and JIRA as our primary collaboration environments, I managed the work across the disciplines of Design, Engineering, Copywriting, UX Architecture, UX Research and Business teams.

SR. UX DESIGNER & STRATEGY @[MERCK](http://www.merck.com) NJ JUNE 2011 – MARCH 2013

Throughout my engagement at Merck I worked primarily on global initiatives for improving Merck’s internal products and services.

**Summary of High Level Achievements:**

Global Careers website redesign / SharePoint Knowledge Base UX Architecture & IA / Global help desk ecosystem analysis and UX Architecture / Merck HR end-to-end process study / Usability Testing of Merck Labs pharmaceutical software

UX DIRECTOR @[GAGE](http://www.gage.com)  Minneapolis, MN FT FEB 2010 – JUNE 2011

I successfully planned, implemented, grew and managed a new UX team at Gage, expanding into four FT employees and three Contractors

**Summary of High Level Achievements**

Built and Led a new User Experience Design Team / Co-led the 3M.com global UX Redesign and enterprise taxonomy / Design Collaboration on 3M and UHG mobile initiatives – iOS, Android / Microsoft internal sales portal redesign and usability testing

SR. UX DESIGNER & I.A. @ [SAPIENT](http://www.sapient.com/) Minneapolis, MN NOV 2009 – DEC 2009

Telecommunications redesign project for ADC ([www.adc.com](http://www.adc.com/) ). User Experience Research and Information Architecture  
**Summary of High Level Achievements**User experience research and design / Business value mapping / SME contextual interviews / Enterprise Heuristic Evaluations

USER RESEARCH, UX/ INFORMATION ARCHITECT @[GAGE](http://www.gage.com/) OCT 2009 – NOV 2009

Freelance projects for Gage: Information Architecture, UX/UI Designer and User Experience Research  
**Summary of High Level Achievements**UX design research and solutions for high profile clients such as Microsoft, Thomson Reuters and 3M

INFORMATION ARCHITECT @ [R.C.I.S.](http://www.rcis.com/) WELLS FARGO MN JAN 2009 – AUG 2009

User Experience Research and Information Architecture   
**Summary of High Level Achievements**UX Research and Design for Wells Fargo, RCIS - CIMax software / UX Lead for the RCIS Pattern Library initiative

UX RESEARCH & IA @ [LAKANA](http://www.lakana.com) St. Paul, MN MARCH 2008 - SEP 2008

Consulting and supporting the implementation of UX Best Practices covering  
**Summary of High Level Achievements**UX Roadmap for Best Practices / User Research - iPhone Apps / Persona and Scenario Design development

UX RESEARCH, R&D, & IA @ [TARGET](http://www.target.com/) Minneapolis, MN JUNE 2007 - MARCH 2008

Working for the Target Information Architecture Team: co-writing the Target IA Team, Best Practices Guide; UX Research; UX consultancy; Pattern Library Design and Development; UX Consultant for Target Commercial Interiors.  
**Summary of High Level Achievements**Content Writing and Research for the IA Best Practices Guide / Promoted enterprise awareness and confidence in User Experience design methodology / Co-led UX design research and strategy for the Target Commercial Interiors project, enhancing the potential growth expected to yield $500M to $1B

UX DESIGNER & CONSULTANT @  [MAYO CLINIC](http://www.mayoclinic.org/) MN JAN 2007 – APRIL 2007   
Working in various Sr. UX Design projects  
**Summary of High Level Achievements**Mayo Clinic micro websites design and consulting / Information Architecture / Flash video projects / Consulting on Digital Assets Library / promoting Mayo Clinic brand awareness

R & D: STRATEGIC ALLIANCE CONSULTING @ [TARGET](http://www.target.com/) MN JUNE 2005 – SEPT 2006

Working for Target Technology Services, Business Intelligence department   
**Summary of High Level Achievements**Usability Lab Testing for Target Corporate information, R&D – supporting the implementation of Target Accessibility Standards, Information Architect on the Target Commercial Interiors redesign project, Target ANSRS project – conversion of a paper-based stores auditing system to a digital process

**EDUCATION**University of MN, Minneapolis, MN 2002  
Minneapolis College of Art & Design, Minneapolis, MN 1997 – 1998

**PRACTICE & TOOLS**

Visual Design: ................................................. Sketch, InVision, Adobe Photoshop & Illustrator

Digital Video: ....................................................... Final Cut Pro, Adobe Premiere & After Effects

Information Architecture: ........................................................ Sketch, Axure, Visio, Omnigraffle

Writing: …................................................................................................. MS Office, Final Draft

Collaboration:............ Adobe Creative Suite, Atlassian Confluence Wiki and JIRA, MindMeister

Usability Analysis: ……….....Silverback, Heuristic Evaluations, Morae, Corporate Usability Labs

UX Methodology: …………………….. Lean UX, Design Thinking, Personas, “Jobs To Be Done”

Surveys: …………………………...................................................... Survey Monkey, Zoomerang

Development ……………………………………………… Jira Tracking, Agile Project Collaboration

Business Analysis …………………………………………………….………….. Requirements, KPIs  
  
  
**COMMUNITY AND GLOBAL CONTRIBUTIONS**

Doctors Without Borders, Amnesty International, United Nations (Darfur), St. Paul Chamber Orchestra (SPCO), Riverside People's Clinic, Common Ground Meditation Center, Montreal City Mission, Prem Rawat Foundation, Red Cross, Out Front – Minnesota, Colorado Organization for Victim Assistance, JBJ Soul Foundation, and the New York Coalition for the Homeless