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# About Me

# I create UX Strategies and Visions, Policies, Governance and Lean UI / UX Processes used in the development of amazing User Centric software products. I have 25 years of experience in IxD / UI / UX / UXS / CX and Human Factors Engineering. I have designed, developed, and released numerous high traffic websites and software applications. Some of these applications have over 1,000,000 distinct users each day.

# I am very proficient at identifying business, market, and user trends. I design application processes inclusive of these objectives, then validate my designs with various methods of Usability Testing. I use optimized Lean UX / Agile processes with my UI / UX Development teams to create amazing products.

# I have overseen teams across 4 continents. My teams have been, and are located in Buenos Aires - Argentina, Kuala Lumpur - Malaysia, Delhi - India, Dublin - Ireland, Guangzhou - China, Canada as well as across the United States. I Mentor my team members in UX Best Practices as well as their personal UX Career Advancement.

# Linked In and Online Portfolio

Linked In: <http://www.linkedin.com/pub/craig-wilson/61/537/445/>

Online Portfolio: <http://www.lcraigwilson.com>

# Experience

## Silicon Valley Bank. – Salt Lake City, UT             3.2021 – Current

**Principal UX - UI Architect Full time Position**

For more than 35 years, SVB has helped innovators and their investors move bold ideas forward fast. Today, we provide a range of banking services to companies of all sizes in innovation centers around the world.

* As a Principal UX UI Architect, I work with our teams to bring innovative ideas to fruition. My role is to define, test, plan, and build Enterprise Standards used in creating extensible and reusable UI/UX components. Our design and development philosophy is “Persona Driven Experiences for Experience Driven Components”. I work cross-functionally with both technical and non-technical teams, including business development, product management, software engineering, cyber-security and departmental executives to drive tangible results with OKR's. I present designs and ideas to our Architecture Review Board and to Technology and business senior management.

## Zions Bancorporation – Salt Lake City, UT             1.2018 – 2.2021

**Principal UI - UX Architect | Standards and Compliance Full time Position**

Zions Bancorporation is one of the nation's premier financial services companies with total assets exceeding $65 billion. Zions operates under local management teams and distinct brands in 11 western states: Arizona, California, Colorado, Idaho, Nevada, New Mexico, Oregon, Texas, Utah, Washington and Wyoming. The company is a national leader in Small Business Administration lending and public finance advisory services, and is a consistent top recipient of Greenwich Excellence awards in banking. In addition, Zions is included in the S&P 500 and NASDAQ Financial 100 indices.

* **Solutions Architect | Responsibilities and Governance**:
  + Responsible for Governance Policies and Best Practices, running UI UX Technical Working Groups, UI / UX Training, the development of UI Style Guides, Pattern Libraries and the extensible processes making UI / UX artifacts available in common repos for all application development.
  + Established of our UX Center of Excellence. Responsible for developing the structure and flow of our digital experience platform for all new applications and application redesign e.g. public websites, internal and external applications for mobile and desktop.
  + Responsible for conducting and supervising research, interviews, and surveys, and then translating that information into personas, customer journey maps, sitemaps, wireframes, and prototypes. Then, I partner with various business teams in our organization to understand how their end users will interact with our UI Digital Experience platform.
  + Responsible for all UI UX vendor interaction and application design, development, and integration into our existing DX platforms and systems.
  + Responsible for creating processes that track:
    - **Task Success Rates**: The number of completed tasks vs. the total number of attempts.
    - **Time on Task**: The amount of time it takes the user to fully complete the task.
    - **Use of Search vs. Navigation**: The number of completed tasks through navigation or search.
    - **User Error Rate**: The number of errors divided by the total number of task attempts.
    - **System Usability Scale**: SUS is a way to quantify the qualitative data, like user’s perceived satisfaction of the product. It consists of 10 statements to which users rate their level of agreement on a five-point scale.
    - **Qualitative UI /UX KPIs**: Qualitative UX KPIs require communication with actual users through usability testing, contextual user interviews, or at the very least user surveys.

## XTRAC Solutions (Fidelity Investments) – Salt Lake City, UT             6.2015 – 1.2018

**Principal UI - UX Architect and Product Manager Long Term - (Contract)**

XTRAC is a robust workflow solution that includes Workflow Automation, Hosted Document Management and Insights & Analytics. It provides tracking, routing and control of work across employees, departments and offices. XTRAC integrates with front-end applications, record keeping and financial systems for a seamlessly connected organization. Fidelity Investments, a global financial services leader serving more than 23 million individuals and institutions with more than $4.9 trillion in assets under administration and has relied on XTRAC® to help run its operations for more than 20 years.

* Responsible for the complete Redesign for Workbench:
  + Wireframes and conceptual white boarding
    - Redesigning XTRAC's core work management solution. Designed and coded the new “WorkHUB” which takes its place. *(Converting the application from a 10 year old flash/flex product to a highly responsive web application in HTML5/CSS3 Angular/Less and Git).*
  + Workflow Development and Process Troubleshooting
    - Introduced the "Lean UX" process into XTRAC's software development processes *(we took the "Lean UX" definition even further. Our development process is' "Persona driven experiences - experience driven components")*. This has cut development cycles from months to weeks.
  + Created XTRAC's "Dev Center" used by all development teams to quickly access all API's, HTML5 component code, resource libraries and templates. *(Usability taken even further and delivered to our developers to make creating components a no brainer and easy to configure using Plunker - ALL OPEN SOURCE)*.
  + Created (Designed and Developed) XTRAC's "Developer Career Portal" used by all Development Managers and Leads to quickly assess employment candidates through the hiring process.
    - GitHub assessment tests
    - Access to all candidate social media
    - Access to candidate Resumes, LinkedIn profiles and GitHub accounts

## AT&T Corp. – Dallas, TX             1.2015 – 2.2015

**Principal UI - UX Architect Short Term - (Contract)**

AT&T has more than 120 million wireless customers who have the nation's strongest LTE signal\* and the nation's most reliable 4G LTE network\*\* at their fingertips. Our voice and data network covers more than 99 percent of all Americans, so our customers can stay connected from virtually anywhere - whether they're driving home from work, or driving across the country.

* Responsible for the troubleshooting AT&T's existing UI / UX Design Processes:
  + Research of 3rd Party Contractual Obligations
    - Resolving 3rd party development contract roadblocks. *(UI / UX Designers legally could not communicate with 3rd party development teams once designs and comps were handed off)*.
  + Workflow Development and Process Troubleshooting
    - 16 - 3rd Party Vendors did all of the E-Billing processing for Wireline and Wireless. *(API's, Updating Services or any needed code work for redesign took six months to one year to complete)*.
  + Transitioning out 60 Design and Development Contractors, then onboarding 60 new Design and Development contractors without losing project focus and digitally archived project data and files.

## Under Armour - Baltimore, MD             6.2014 – 1.2015

**Principal UI - UX Architect Short Term - (Contract)**

Under Armour is an innovator in the athletic apparel and accessories industry. They set the bar for using innovation in the development of athletic apparel and accessories for improved performance by athletes throughout the world.

* Responsible for the development of the Under Armour’s UX Vision, in the development of:
  + New Internal Branding Standards for PIM (New CMS Application)
  + New Style Guide for PIM (New CMS Application)
  + Mind Maps
  + Workflow Development
* Responsible for the redesign of Under Armour’s PIM / B2B / B2C / CMS systems. I created all Application Wireframes, High and Low Fidelity Prototypes, Mind Maps, Logical Flow in Design and the final HTML5/CSS3 UI release code. Projects included:
  + Product Attribution
  + Visual Merchandising
  + Elastic and Faceted Search
  + Style / Product Search
  + Product Activation / Deactivation
  + Responsive / Mobil Device Design
* Responsible for the implementation of UX Design processes across Under Armour Development Teams in Baltimore, MD.
* Responsible for Contextual Inquiry during the development of new functionality and the redesign of several internal applications. Keeping the redesign focused on User Centric principles in order to meet the needs of Under Armour’s merchandisers.

## ExxonMobil - Houston, TX             4.2013 – 6.2014

**Principal IxD / UI / UX / Human Factors Engineering Architect/Manager Long Term - (Contract)**

ExxonMobil is the world's largest publicly traded international oil and Gas Company, providing energy that helps underpin growing economies and improve living standards around the world.

* Leadership: Managed teams in Buenos Aries-Argentina, Kuala Lumpur-Malaysia and Houston-TX in UX Design, UI Development using the Lean UX process to redesign a group of 100+ internal applications.
* Responsible for the development of the ExxonMobil UX Vision and 3 to 5 year UX Roadmap.
  + Mind Maps
  + Workflow Development
  + COE (Center of Excellence) Processes and Templates
  + Workflow processes with touchpoints to Data systems and Agility development
  + New Internal Branding Standards for EMIT Applications
  + New Style Guide for EMIT Applications
* Responsible for the redesign of ExxonMobil's Upstream UTP / UTCS 4.0 WPF applications. I created all Application Wireframes, High and Low Fidelity Prototypes, Mind Maps, Logical Flow in Design and the final HTML5/CSS3 or WPF/C# UI release code. Projects included:
  + Log Availability
  + Keyword Search
  + Structured Search
  + Map Search
  + EMVI Petrel® Plugin Loader
  + Reservoir Process Manager
  + App Store - "One Click" Install
  + Test Environment Portal / Responsive layout mobile design
  + XFDB Cross Functional DB Management Application
* Responsible for the implementation of UX Design processes across 12 Development teams in Houston, TX, Buenos Aires, Argentina and Kuala Lumpur, Malaysia.
* Responsible for Contextual Inquiry during the development of new and the redesign of several In house and 3rd party applications. Keeping the redesign focused on User Centric principles in order to meet the needs of ExxonMobil Personas.
* Responsible for training of Interns, Developers and C-Level officers in User Experience Processes used in Scrum Agile and Lean UX Development.

## Northrop Grumman - Albuquerque, NM             1.2013 – 4.2013

**Principal / UI / UX / Human Factors Engineer Short Term - (Contract)**

Northrop Grumman Corporation (NYSE: NOC) offers an extraordinary portfolio of capabilities and technologies that enable us to deliver innovative systems and solutions for applications that range from undersea to outer space and into cyberspace. Our core competencies are aligned with the current and future needs of our customers and address emerging global security challenges in key areas, such as unmanned systems, cyber security, C4ISR, and logistics that are critical to the defense of the nation and its allies.

* Lead UX UI Designer / Human Factors Engineer responsible for training new designers in UX processes and UI best practices.
* Lead UX UI Designer / Human Factors Engineer for our “Smart Navigator” used by several US States to comply with the Affordable Health Care Act - Navigator - Section 1311(i). I designed this web site and web application to meet all Section 508 Government Standards in compliance with the Americans with Disabilities Act.
* Lead UX UI Designer / Human Factors Engineer for the “Cerebro” Beta. This application will be used by the FBI, CIA NSA and Home Land Security. This is a mobile “responsive” web app that I coded using JQuery, HTML5 and CSS3.

## Open Solutions Inc. - Glastonbury, CT             1.2012 – 12.2012

**Principal / UI / UX / Human Factors Engineer Long Term - (Contract)**

Open Solutions focuses on the financial services marketplace by providing mission critical technologies that enable our clients worldwide to strengthen relationships, improve productivity, drive new revenue and reduce costs.

* Responsible for all UI framework, design and UI development. Where applicable, I built the final UI release code using WPF/C#.
* Responsible for User Centered design processes and Usability Testing of new Open Solutions software packages.
* Lead design engineer Responsible for Open Solutions next generation initiative. (All mobile development architecture for IOS and Android devices using HTML5 and CSS3 for Responsive Design)
* Designed and implemented design guide for all WPF applications including the new DNA Home Screen to be released winter 2012.

## On Site Systems Support - Albuquerque, NM             11.2010 – 1.2012

**President and Founder**

On Site Systems Support Provides IT, Web and Media Services for small to midsized businesses. On Site Systems Support offers E-Commerce, Hosting Solutions, Web, Win and Mobile application development and Human Factors and Usability Consulting. We also offer IT Training on most software suites, mobile devices and provide service and support for equipment ranging from HPC Servers to iPhones.

* Responsible for Usability testing of all designs to be implemented once the User Centered Design process is completed.
* Responsible for all Web Site design and development, Ecommerce solutions and development and mobile device application development.
* Responsible for all Training of new clients, Responsible for all contract personnel.
* Responsible for Ad Design, Bill Boards and Marketing for Granite Transformations, Lucas Productions, and Vanguard Real-estate here in Albuquerque.
* Created Mobile Application Prototypes and release code for the Construction Bank of China and the CUP (China Union Pay), to be used with J2RE cell phones with China mobile service for mobile e-commerce and merchant services in main land China. Worked with ETS and TYSYS Gateways to develop High Speed Transaction authorization with our mobile merchant services application.

## LANDesk - South Jordan, UT             08.2007 – 11.2010

**Senior IxD / UI / UX / Human Factors Engineering III Team Lead**

LANDesk delivers cost-effective systems, security and process management solutions that help IT teams automate and simplify the management of desktops, servers, and mobile devices. My core responsibilities as the Lead Senior UI designer and developer are to build new Windows and Web applications from details gleaned from our clients during observation and contextual inquiry. I also build high fidelity software prototypes to help our PM and Marketing teams with new products and existing product enhancements.

* Responsible for client User Centered design processes and Usability Testing of all software packages offered by LANDesk.
* Designed the UI for LANDesk’s new “Power Manager” software which gathers detailed information about the power consumption of any hardware device. This allows the user to control operation time and function of all hardware systems cutting operational expenses with immediate ROI (return on investment).
* Designed and coded LANDesk’s new “Asset Lifecycle Manager” framework which was released at the end of Oct. 2008. This “ALM” application has been rated by Gartner as #2 in the “Top 10 IT Products” released in 2008. See the following: <http://blogs.zdnet.com/BTL/?p=10502>. ALM has already brought several million new dollars to LANDesk since its release in Q4 of 2008.
* Principal engineer responsible for designing and coding several new .net WPF applications for LANDesk’s “Software License Manager”, “Software Distribution Manager” and “Device View” packages which will be released in 2010 / 2011.
* Responsible for the integration of several software packages that were purchased by 3rd party acquisitions. Each software package had to be refaced and had to communicate with the same databases and servers, though they were coded using different code behind, i.e. C# and Java.
* Configured IIS on servers 2000, 2003, 2008 for use with SQL and MySQL as back end database managers.

## Attask Inc. - Orem, UT              05.2007 – 08.2007

**Senior UI Design Engineer / Product Manager Short Term - (Contract)**

@task is a world leader in project management software. At @task I was responsible for the product requirements and development schemas for all new features and new feature requests from existing clients.

* Researched, analyzed and wrote the Product Requirements for new Time Sheet modules with in Attask.  Coordinated with Amazon.com, E.J Gallow Wineries, and several other clients, the implementation of several base accounting standards allowing Attask to meet exportability to QuickBooks as well as other Accounting software packages.
* Integrated the latest Government standards into all time tracking modules allowing Attask to be used for time management and payroll for Federal Government contracts.
* Worked with developers in India to create Asp.Net / MS Outlook Plugins for mobile deployment.

## FIZOOK.com - South Jordan, UT              06.2006 – 05.2007

**V.P. IT Development and Human Interface Design**

Responsible for all technical schemas and HCI Interface testing.  Also, I created the entire UI using Photoshop, Illustrator, Flash, and Fireworks.  Managed the development of all C# and development code created using Visual Studio.net.

* Responsible for all of the UI design and Project Management for the release of the new FIZOOK.com.  This is a cutting edge web application using ASP.Net 2.0 and Atlas / Ajax script libraries.   I continue consulting with the managing partners of Fizook.com.
* Responsible for the redesign of all corporate existing websites (Bridgewater Mortgage and Woodland Prescott Investments).  Directing our web team to meet the requirements of our marketing team, as well as design using the information obtained through discoveries made by our focus group beta tests.  Each of the websites must have their own unique representation of corporate information, but must display a similar look and feel and navigation.
* Configured IIS on Windows Servers Server 2000, 2003, 2008. Configured all firewalls, switches, and domains. Configured Apache and Linux machines as needed.
* Responsible for all PBX, LAN, Wan and Networking systems throughout the US and our corporate location in Salt Lake City.

## ASJ Development - Salt Lake City, UT             12/2002 – 06.2006

**Vice President IT Development and Media Relations (Franchise Co. for Apple Spice Junction)**

Responsible for all technical and software development to integrate with our new POS system.  Architected and developed the IT schema which is being used nationally by Apple Spice Junction Franchises.

* Researched, analyzed and developed a POS solution for all franchises.  Architected and integrated the system to conform to our future business model.  This solution is a highly flexible and scalable, secure web application which supports our online business as well as normal business channels.
* Worked with development teams in Montreal Canada to develop new POS reporting schemas which allowed for sales and royalty report data to be easily sent to Corporate in Salt Lake at the end of each day.
* Responsible for all PBX, LAN, Wan and Networking systems throughout the US and our corporate location in Salt Lake City.
* Represented ASJ Development’s technical blueprint to numerous prospective franchisees demonstrating technology as a key driver to the success of our franchises.  Our use of technology is a huge differentiator between our company and similar companies in the food services market place.
* Architected and developed a secure online ordering and report system that is attracting interest nationally with key product developers in the POS market place.
* Developed and integrated multiple software tools to automate daily repetitive processes including daily reporting and system maintenance functions.
* Responsible for all beta and acceptance testing programs for our software tools.
* Leadership Responsibilities: Vice President responsible for contractor management during the development of all ASJ software, code development and review, vendor management, systems equipment control and inventory, IT budgeting for the department and presenting our national sales platform to prospective franchisees.

## Fidelity Investments e-Business - Salt Lake City, UT              1999 – 12/2002

**Senior UI / UX Web Application Developer and Human Factors Team Lead**

Lead Web Design Prototyper and Developer for major international web based Investment Center.  Responsible for building transaction processing and marketing applications for (<http://www.Fidelity.com>).

* Team Lead over a group of Human Factors Engineers in Salt Lake City as well as remotely in Boston, MA and Dublin, Ireland.
* Responsible for HID.  Building web app usability tests for potential investors.
* Worked with offshore teams in Ireland and India as well as in the US remotely with teams in Boston MA, to develop usable UI code from prototypes for development implementation.
* Increased assets $5 million per day *(average of 2000 new accounts daily globally x the average of $2,500.00)* by designing and developing a web based New Account sign up tool.
* Reduced complex product demonstration and tutorial costs 70% by brining Flash demo development in house.
* Increased Assets by developing an online mutual Fund product.
* Designed, developed and maintained 3 corporate Intranet sites used globally to obtain critical information for setting up transaction based software.
* Worked heavily with the IT Security Teams to make all Web Applications secure, including “Active Trader Pro (used by investors of $1,000,000.00 or more in mutual funds). Helped design a more user friendly version of ATP from requests made by marketing and High Volume investors.

## Innovus Marketing - Salt Lake City, UT              (Contract)

**Vice President and Principle owner**

Also, I was the Lead Web Designer, Developer and Administrator for our start up e-Marketing company.  Created Corporate Web Presence, e-Marketing tools and reporting applications.

* Increased sales 150% by designing, developing and implementing an e-marketing product built with Microsoft “.net” technology, C#, XML and XSLT.
* Created company Corporate Identity, logos, trademarks, and web presence.
* Developed e-mail broadcast tool for University of Utah Credit Union and Mountain America Credit Union. To market all banking products and solutions to their account holders.

## Apple Spice Junction - Salt Lake City, UT              1998 – 12/2002

**Web Site Design and Application Development (Contract)**

Lead Web Designer, Developer and Administrator for the largest Catering Company in the State of Utah.  Created company web presence, online product ordering tool and package for Franchisees.

* Increased online sales 100% and by developing a web based product ordering tool. (<http://www.AppleSpice.com>)
* Increased sales and product awareness by creating a website with specialty menus catering packages and fax forms. (<http://www.AppleSpice.com>)
* Developed version 2.0 of the web based product ordering tool using Microsoft “.net“ technology and SQL Server.

## Financial Visions - Salt Lake City, UT              (Contract)

**Graphic Design and Web Site Development**

Responsible for developing several templates used by financial planners to create their own web presence and advertise their services.

* Increased monthly paying client base from 100 to 1050 users over 1 year.
* Continually developing new web based products to enhance client web sites.
* Frequently consult with Corporate Managers on direction of company goals for future client growth.

## C2C Internet Services - Salt Lake City, UT              1995 - 2000

**President and Founder**

Administrator for new Internet Service Provider.  Responsible for developing and maintaining several national Dial Up Internet Access Networks.

* Saved the company 75% in wholesale costs, by obtaining new contracts, and maintaining relationships with UUnet, PSInet, MCI Gridnet, Sisna, Burgoyne, and several other Internet Access Providers.
* Web Master For several small corporate web sites.
* Configured Unix servers for web hosting my client’s web sites and applications.

## Chevron USA - Salt Lake City, UT            1991  - 1999

**Multi-Plant Unit Operator / Application Developer**

Responsible for training new operators in petroleum production processes.  Maintained and operated critical plant processes to meet daily production goals.

* Enhanced product quality and production by creating the Process Control Network allowing operators to view all shift production elements, and communicate across a 24 hour production schedule.
* Controlled the processes of several Plants e.g. the Reformer, Alkylation Plant, and Catalytic Cracker, using DMC, RMPCT, and TDC 3000 systems.
* HAZ MAT Specialist / Fire Fighter, responsible for handling hazardous/explosive/acids and chemicals. Responsible for the evacuation of personnel, handling medical emergencies and HAZ MAT clean up.

# Management Experience

* Over my career I have had as many as 15 direct reports and as few as 3 in various organizations. I have mentored numerous employees, contractors and c-level staff who either wanted to understand or possibly transition from development, marketing, and design into the UX profession.
  + Growing the UX profession within organizations by teaching employees how being the customers advocate has an ROI that is 10 fold the cost, is always one of my core objectives.
* I’ve written and posted numerous articles covering UX Best Practices and Processes. As well as how Enterprise organizations can incorporate “Design Thinking” into their corporate, design and dev cultures.
  + This allowed me to run several training sessions for the various enterprise organizations I’ve been employed by.
    - Those session have been attended by c-level staff, directors, PMs, POs, Business Analysts, Marketing, Design and Development Teams.
* I created a “Lean UX” LinkedIn site that I manage in the training on Lean UX / Agile processes called “Lean UX Specialists: <https://www.linkedin.com/groups/6668818/>.
* I also created a UX / Human Factors training site which can be found by clicking “Understanding IxD & Ux” in the menu of my portfolio site: <http://lcraigwilson.com/>.

# Technical Skills

* **Client side** Web Design and Application Development using (Front End Related): WPF, HTML5, XML, XSLT, JavaScript, JQuery, CSS and CSS3, cross-browser architectures.
* **Server side** Web and Application Development using Microsoft Technologies (Front End Related): WPF, .NET, ASP.net, C#, ASPX, ASP, XML, XSLT, SQL.
* Windows XP / Vista / 7 / 8 / 10 and 2003 / 2008 Server, NT Server and .Net Server Administration, Tuning and Performance w/some Network Configuration.
* Tools –Jira, GitHub, Webstorm, IntelliJ, Visual Studio .Net 2015-2019, Team Foundation Server, Expression Web, Expression Blend 4 Suite, Dreamweaver CS6, Fireworks CS6, Photoshop CS6, Illustrator CS6, Flash CS6, Visual Source Safe, Clearcase, Tortoise SVN, TFS. Most Microsoft Office products.

# Interests

Guitar, singing, weight lifting, hiking, human development and interaction.

# Education

## Brigham Young University - Provo, UT              1980–1984

4 years Design Graphics Technology