

Education

Hamline University

St. Paul, MN

MFA In Creative Writing

Double Thesis in Fiction & Poetry

Huntington University

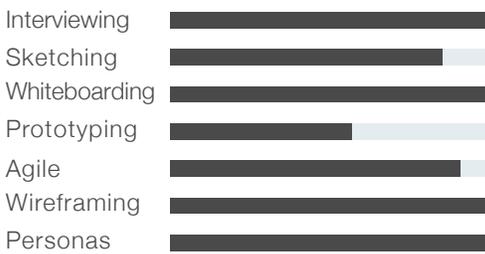
Huntington, IN

BA English Literature & American History

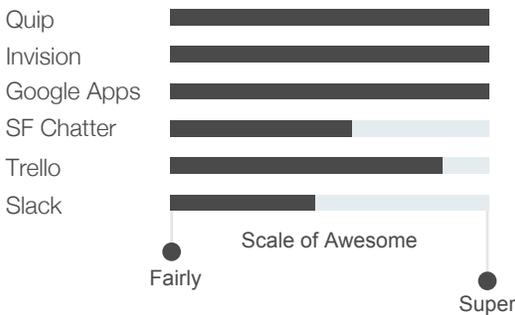
Design Tools



Design Methods



Collaboration Tools



Rich has an eloquence and depth of thought which often drive discussion by reframing perspectives that create insight and ultimately better products. His unique narrative driven design approach promotes user centric workflows that act as the centerpiece of alignment across Design, Research, Product, and Development. He truly is a driven professional who seeks value and intent in his designs while also being an absolute pleasure to work with.

Craig Birchler - Director of User Experience at Salesforce

2019



Sogeti USA

Indianapolis, IN

Senior UX Consultant 12/2017- Present

Lead UX Designer

Advocating UX best practices and user-centered design solutions for client enterprise applications in the retirement/financial planning industry. Established design principles and created wireframes articulating the design direction and user experience for a sophisticated 401k customer distribution workflow. Coordinated and lead regular design reviews with business, marketing and legal within the context of AGILE Sprint schedules for deliverable work. Used AGILE to facilitate and lead cross-functional team collaboration between business owners and engineering. Conducted user research incorporating user results into designs.



Salesforce

Indianapolis, IN

Senior UX Designer 2/2013 - 8/2017

Some Accomplishments

US PATENT 9980112

Granted 5/24, 2018

System and Method for Coordinating an Emergency Response at a Facility

Conceptualized and designed a Mobile App using non-proprietary technology to provide situational awareness and decentralized real-time assistance by an employee workforce during an emergency event.

Email Collaboration and Approval

Using regular feedback from our customers in combination with new research and Personas, was responsible for designing and bringing to customer GA a cloud-based email collaboration app which allows email marketers to review, collaborate on design and ultimately approve emails for send.

CloudPages

Using customer feedback, new research and Personas, was responsible for design and release of new customer features and regular customer feature improvements for a cloud-based web page building app.

2015



Fusion Alliance

Indianapolis, IN

Senior Consultant 9/2007 - 1/2015

Some Accomplishments



Marketing Campaigns

Using customer and Persona driven design, was responsible for design and release of new customer features and regular customer feature improvements for a cloud-based app used by customers to create and initiate marketing campaigns.



New Patient Scheduling for Home Visits

Designed the UX in collaboration with product team and stakeholder requirements for a browser-based scheduling tool allowing patients to schedule nurse home visits for new patient insulin pump instruction and orientation.



Insulin Delivery System - DITA Engineer

Created and implemented the user help documentation for the Roche ACCU-CHEK series of insulin pumps using DITA XML for the user assistance software bundled with each device.



Ecommerce for Subscription Medical Journals

Designed the UX in collaboration with user researchers and the engineering dev team responsible for designing and building a sophisticated ecommerce solution for medical professionals wishing to purchase subscriptions from a large catalog of medical journals.

2007