Court Crawford

https://www.linkedin.com/in/courtcrawford/

User Experience Design Manager

Seeking to lead a dynamic software design team practicing user centered design to deliver measureable business value. Skills include agile coaching, sprint management, contextual inquiry, user experience architecture, workflow design, interaction design, storytelling, design presentation, graphic design, and project management.

Design Manager: Premera Blue Cross 2017-present

Led design team and contributed UX design for Premera's digital experiences on responsive web, Android, and iOS. Supervised a team of seven FTE and one contractor creating innovative designs to support agile engineering teams. Design decreased provider call arrivals by 6% while increasing CSAT and delivered a 22% YOY increase in individual plan sales. Partnered with research to create comprehensive Jobs to Be Done graphs for strategic customers. Fostered design cohesion through creation and maintenance of a central pattern library evolved in partnership with engineering, research, and brand, published to https://premera.invisionapp.com/dsm/premera/mobile and https://premera.invisionapp.com/dsm/premera/web. Recruited and retained strong talent. Pitched in to all aspects of design work as required by current business priorities. Led our colleagues through conceptual explorations to help customers understand the financial model of US healthcare, make more informed choices regarding their health insurance plan, and benefit from a unified communications strategy putting them in control. Specialized in accessibility auditing of the full web experience through over 10 hours of remote cognitive walkthroughs with blind users, generating specific recommendations for engineering and design practices to change. Drove changes in css and aria to bring more web experiences into compliance with standards. Managed 150 person org transition from Slack to Teams. Managed vendor contracts for all design tools and for Accessibility VPAT auditing.

Design Manager/Trainer: General Assembly 2014-2016

Created and delivered lesson plans, lectures, and workshops to increase student competency in user experience design and research. Assisted students with the knowledge and skill development required to begin careers in the field of user experience design and research. 80 of my graduates were active job seekers and, of those, 79 gained employment in the UX field within 180 days of class completion. Graduates are currently working at Microsoft, Google, Amazon, IBM, R/GA, Hornall Anderson, Blink UX, Smartsheet, Concur, JP Morgan Chase, Smith, T-Mobile, and many other companies. I supervised design work for 5 projects per student, including a minimum of one mobile app, one e-commerce website, one portfolio, and two of any form. Projects alternated between solo and group work.

Facilitator/Trainer: Microsoft 2013-2014

Evangelized user centered design principles as a facilitator and trainer. Researched and publicized breaking edge tools and methods in user-centered design, as well as

integration of design into Scrum/Lean engineering teams. Elected as a team coach, focusing on process improvement and team morale through sprint retrospectives. Trained several hundred engineers in Scenario-Focused Engineering, and approximately one hundred in Lateral Thinking techniques. Convened a dozen meet-ups of the community of practice to enhance user centered software engineering techniques. Wrote several blog posts about challenges and successes in user centered design. Contributed culture and design craft capabilities to a design excellence capability roadmap.

UX Manager: Microsoft 2010-2013

Organized, coordinated, and managed a team of designers and researchers. Grew the team from two to seven full time employees and 13 vendors based on demonstrating positive impact. Managed a budget of 2.6 million USD. Championed Scenario Focused Engineering (SFE) as a method of getting Microsoft to deliver user centered solutions. Influenced a 1,000 person engineering org to standardize development processes on SFE. Led design team to coalesce on Metro design principles. Partnered across groups to define and deploy a common corporate network style guide and common controls. Ensured design solutions met accessibility requirements. Defined an engineering process to call out design deliverables and milestones along the way. Integrated telemetry data with qualitative usability research to focus design engineering efforts. Adoption of AB testing as a basic methodology for evaluating designs.

Senior UX Designer: Microsoft 2007-2010

Created end to end interaction and visual designs for Online Assisted Support (OAS) that made online support more immediate, compelling, engaged, and desirable than phone support. Justified designs by defining and measuring key performance indicators. Worked with stakeholders in business to understand, rationalize, and document their needs. Conducted primary user research to assemble a case for latent needs which, if met, would delight customers. Worked with stakeholders of upstream systems to increase the quality of the downstream experience. Supervised the work of up to three designers and one usability researcher. Created HTML + CSS prototypes as needed to explore design concepts and test designs in the lab. Created and delivered demonstrations of design work to inspire the project team to reach for better user experience.

UX Designer: Microsoft 2003-2007

Designed end to end interaction, visual layout, and art for Microsoft Premier Online and Microsoft Valuable Professional web sites. Conducted primary user research using contextual design methods to arrive at comprehensive architecture for user experience within each application. Created HTML+ASP+Jscript prototypes for lab evaluation and design evolution. Designed System Restore Troubleshooting component of Microsoft Vista. Received comprehensive instruction in Contextual Design methodology from Karen Holzblatt and Hugh Beyer.

UX Design Manager: Microsoft 2002-2003

Created a user experience design team in an organization which did not yet have one.

Supervised three design employees. Worked closely with usability research management and engineering to ensure smooth partnership. Designed services for

existing sites as a design team member when direct reports could not handle incoming design requests. Created a matrix of service levels and negotiated with engineering teams requesting UX design services to prioritize and allocate design resources on a project by project basis. Managed project engagement. Established measurement criteria for the success of UX engagement.

Portfolio http://ccdsign.com/

Education

Human Computer Interaction 2007

University of Michigan College of

Engineering Summer Short Course

Contextual Design 2003-2007

Direct tutoring from Karen Holzblatt, Hugh Beyer

Bellevue College 2007

History of Design

School for Visual Concepts, Seattle

2005-2006

Typography, Drawing, Color

ACM SIGCHI, Fort Lauderdale, Florida

2003

Several HCI tutorials and presentations

Bachelor of Arts 1987

The Evergreen State College

References

Dr. Keith Butler, University of Washington, keith.a.butler@gmail.com

Karen Holtzblatt, InContext Design, karen@incontextdesign.com