

## Thomas Blum

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### ux strategy, discovery & design

For digital products & services, apps, and sites,

- Lean discovery, design sprints and rapid, iterative prototyping
- Agile UX implementation, including paired design, workflows, and wireframes
- Story, journey, and activity & task mapping and opportunity identification and prioritization

#### TAKE THE INTERVIEW

##### senior designer, discovery & ux

March 2016–Present

Lead design for product pivot. Implemented design sprints, wireframe prototyping and lean research. Set up research programs, operations and product metrics. Mapped customer journeys and activities & tasks. Worked with product owners on problem definition, opportunity prioritization, and release and story mapping.

**Take The Interview.** Video interviews and candidate relationship management

#### TOTOM

##### senior product designer

August 2014–December 2015

Designed and developed wireframe prototypes from primary research. Wrote research plans and guides, analyzed transcripts, and produced findings documents, such as personas and mental model maps. Conducted rolling usability research.

**Totom platform.** Applications and tools for travel agents

**GozenGo.** Start-up travel site for consumers.

#### REPRESENTATIVE CONSULTING EXPERIENCE

SEPTEMBER 2010 – JULY 2014

#### TEACH FOR AMERICA

##### senior experience designer

October 2013–May 2014

Planned and lead lean UX design process, rapid prototyping, and iterative usability research. Designed detailed wireframe prototypes.

**Placement Tracker.** Responsive, SaaS, enterprise hiring app that enabled Regional Staff to place incoming TFA teachers at schools in 48 U.S. regions

#### BLAST RADIUS – BOEHRIGER INGELHEIM

##### experience designer

July–September 2013

Created conceptual and detailed sitemap, wireframes, and content plan. Analyzed patient videos and created experience maps and personas.

**Boehringer Ingelheim's** IPF lung disease site for respiratory drug franchise.

#### CENTRIC DIGITAL - HUMANA

##### experience architect

January–June 2013

Lead the UX design team producing responsive design sitemaps and wireframes.

**Humana's Employer Portal** for Humana's mid-sized employer clients: employee benefits management, billing & payments, and policy management and renewal.

ENVIRONMENTAL DATA RESOURCES

**experience strategy and design**

July–September 2012

Responsible for re-organizing the company’s suite of apps and the strategy and re-design for the flagship application.

**PARCEL ReportMaker**, a B2B SaaS application for environmental engineers to create site reports, import EDR maps and data, and photographs.

ESI DESIGN – CHRISTIE’S

**experience strategy and design**

March–April 2012

Analyzed interviews and produced personas and customer experience map.

**Christie’s** customer relations workflow for both buyers and sells from getting the kit to auction.

VML

**director of user experience**

July 2011 – February 2012

Lead development of user experience capability and processes, managed UE designers.

**Clients.** Cushman & Wakefield, C Spire Wireless, U.S. Olympic Committee, Bluegreen Vacations, Pitches and RFPs: C Spire Wireless, GoHoming, Pepco Electric.

PEARSON EDUCATION

**user experience strategist**

October 2010 – February 2011

Planned and conducted stakeholder and customer interviews & survey. Created digital strategy and high-level re-design of web properties ecosystem.

OTHER CONSULTING CLIENTS

The Cement Block – J&J pitch

Oxford Technology – Consumer Reports Health

Kaplan Thaler Group – INTEC

RFI Studios – Amgen pitch

NBCUniversal – Enterprise intranet

Razorfish Health – Kidney cancer drug

REPRESENTATIVE PRIOR EXPERIENCE

JULY 2000 – AUGUST 2010

DIGITAS AND DIGITAS HEALTH

**director of user experience**

Directed UX capability. Developed user-experience capability and processes in New York, Chicago, London, Philadelphia, Miami, and Stockholm.

**Health Clients.** AstraZeneca, Bristol Myers Squibb, Merck Vaccines, Pfizer CHANTIX

**Financial services.** Allstate Bank and Insurance, Ally/GMAC, American Express, D&B, Lloyd’s Bank, TIAA-CREF, American Express Employers Corporate Card Portal, American Express Merchants Portal

**Other clients.** Ann Taylor, Converse, Delta Airlines (Self Check-In Kiosk), Ericsson, IBM, NBA, Network Solutions/ Verisign, The New York Times, Starwood Hotels

**software**

Axure, Balsamiq, Camtasia, Adobe IxD, OmniGraffle, Sketch; some Photoshop,

**education**

Scrum Alliance Certified Product Owner

Boston University, B.F.A., *summa cum laude*