

# Thomas Blum

thomas.t.blum@gmail.com  
Dobbs Ferry, NY 10522  
+1 914 260-6304

thomasblum.com  
linkedin.com/in/ttblum  
angellist.co/thomas-blum

Hands-on leader of Lean UX/UI planning, strategy, discovery & design for digital products and services.

EXPOSURE.CO

09/2017–Present

## **Product Manager, UX & Discovery (consultant)**

Startup multimedia storytelling platform.

- Leading product pivot, discovery, design sprint and story mapping

DEPARTMENT OF SANITATION NEW YORK

05/2017–08/2017

## **UX/UI Designer (consultant)**

Enterprise app for operations workflow to deploy 7,200 workers and 2,300 trucks, and track route productivity in 65 districts.

- Created high-fidelity Covalent mockups in Agile development process
- Facilitated end-user and stakeholder work sessions for iterative design

CONVEY-IQ, AKA TAKE THE INTERVIEW

03/2016–04/2017

## **Senior Designer, Discovery & UX**

Startup SaaS platform for talent acquisition with on-demand and live video interviewing, scheduling, and candidate relationship management.

- Planned and lead design sprints and lean research for product pivot
- Created prototypes, customer journeys, activity and task maps, and wireframes
- Implemented knowledge management and product metrics programs

STEALTH TRAVEL, AKA GOZENGO AND TOTOM

08/2014–12/2015

## **Senior Product Designer**

Startup SaaS platform for travel agents and tour operators with itinerary, customer, and commission management.

- Created wireframe prototypes
- Wrote research plans and guides, produced journey maps and personas
- Conducted rolling usability testing

TEACH FOR AMERICA

10/2013–05/2014

## **Senior Experience Designer (consultant)**

Enterprise Cloud app for staff to place 4,500 incoming TFA teachers in 52 U.S. regional school districts.

- Planned and lead lean UX design process, rapid prototyping and iterative usability research
- Created high-fidelity wireframe prototypes, directed visual design

BLAST RADIUS

07/2013–09/2013

## **Experience Designer (consultant)**

Condition sites for Boehringer Ingelheim's respiratory drug franchise.

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

# Thomas Blum

CENTRIC DIGITAL

01/2013–06/2013

## Experience Architect (consultant)

Humana’s B2B site for mid-sized businesses with employee benefits management, billing & payments and policy portfolio analysis & renewal.

- Lead the UX team producing sitemaps and wireframes for new site

ENVIRONMENTAL DATA RESOURCES

07/2012–09/2012

## Experience Strategy and Design (consultant)

SaaS app for environmental engineers to create site reports and import EDR data, maps, and photographs.

- Planned and lead UX strategy, reworked IA for the company’s suite of apps and a complete, ground-up functional and visual redesign of their flagship PARCEL Report Maker
- Created sitemaps and high-fidelity wireframes, directed visual design

ESI DESIGN

03/2012–04/2012

## Experience Strategy and Design (consultant)

Christie’s enterprise Cloud app for buyers and sellers CRM from “getting the kit” to auction.

- Analyzed interviews and produced personas and customer experience map

VML

07/2011–02/2012

## Director of User Experience

Managed and developed user experience capability and processes.

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

OTHER CONSULTING EXPERIENCE

10/2010–08/2017

The Cement Block – J&J Wellness pitch

Oxford Technology – Consumer Reports Health

Kaplan Thaler Group – Janus INTECH

Pearson Education – Web strategy

NBCUniversal – Enterprise intranet

Razorfish Health – Kidney cancer drug

DIGITAS AND DIGITAS HEALTH

06/2000–09/2010

## Director, User Experience

Managed and developed user experience capability and processes in New York, Chicago, London, Philadelphia, and Stockholm.

- Health: AstraZeneca, Bristol Myers Squibb, Merck Vaccines, Pfizer CHANTIX
- Financial services: Allstate, American Express, D&B, Lloyd’s Bank, TIAA-CREF
- Other clients: Delta Airlines, Ericsson, IBM, The New York Times, Starwood

## Software

Axure, Balsamiq, Camtasia, Adobe Photoshop, Adobe XD, Omnigraffle, Sketch

## Education & Certificates

General Assembly Visual Design

Scrum Alliance Certified Product Owner

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