YURI CURTIS – ux.yuricurtis.com

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Possesses extensive experience as a successful UX design consultant working to define problems and design SaaS, IaaS, and PaaS solutions. Capable of leading teams in understanding, managing, and simplifying large complex concepts, data, and datasets; B2B enterprise data analytics.

HIGHLIGHTS

★ Saved clients of Keane (NextTier) millions of dollars daily by using the Equipment Health Monitoring (EHM) platform to prevent issues before they occur
★ Reduced financial losses due to assets being misappropriated
★ Reduced redundancy in equipment purchases by implementing an order tracking system
★ Improved supply chain purchase orders and more accurate vendor invoicing
★ Manage cross-functional teams onshore and offshore
★ Reduced the Line Review creation process from approximately two months to 15 minutes

KEY COMPETENCIES

Enterprise project management	Interaction Design	Mentoring	Usability Analysis
Leadership Through Innovation	Strategic Decision Making	Service Design	User Research
User Centered Design Thinking	Product Development	Product Branding	Global Marketing
User Interface (UI) Design	Positioning Strategies	Market intelligence	Graphic & Web Design

SUMMARY OF QUALIFICATIONS

Lead and **manage** *cross functional teams*, inclusive of the Visual Designer, Interaction Designer, UX Researcher, and UI Developers, articulating the teams' vision for client engagement through the production of an interesting and creative product

Utilizes soft skills to manage C-Suite executive expectations and ensure business goals align with design solutions centered on user needs by becoming an expert in the client organization and industry

Managing project budgets upwards of $2 million

Perform user research to gather business requirements, manage multiple stakeholders, and understand client needs.

Drive a vision from inception to completion, articulating the teams' vision for client engagement through the production of an interesting and creative product.

Broad strategic UX and Service design background, including strategic thinking, usability research, organizing interaction flows, content, creating wireframes and high-resolution comps

Demonstrated success in extending brand identities, by creating or implementing Design Systems ensuring adherence to brand standards

METHODOLOGIES

Agile	Lean	Customer Experience (CX) Strategy
Conducting User Research	Stakeholder Interviews	Develop Personas
Consumer Journey Maps	Competitive Analysis	Use Cases
Wireframing	Prototyping	Usability Testing

SKILLS

Adobe		Corel	Microsoft Office	Programming	Prototyping	Other
Acrobat	Image Ready	Draw	Word	AJAX	Axure	Bootstrap
Bridge	InDesign	Freehand	Excel	AngularJS	Balsamiq	Drupal
Dreamweaver	PageMaker	Photo-Paint	PowerPoint	Javascript	Figma	LESS
Fireworks	Photoshop		Publisher	JQuery	Invision	MySQL
Flash	XD		Outlook	PHP	Omnigraffle	Responsive Web
Illustrator			Visio	CSS3	Pencil	WordPress
				HTML 5	Sketch	

HIGHLIGHTS OF EXPERIENCE AND ABILITIES

CURTIS CONSULTING, LLC*, Principal*   **Houston, Texas 5/2015 - Present**

Principal Consultant and Senior UX Design Lead guiding clients through the product cycle, optimizing their digital interactions internally (B2B) and with consumers (B2C) by managing design projects, teams, presentations and workshops.

Recent Projects

Client: INFOBLOX   **Houston, Texas 3/2021 – 11/2023**

- ***UX Design & Project Management*** – Oversaw the design for the CSP platform, a B2B SAAS networking application which housed multiple product areas: DNS, DDI, IPAM and Threat defense.

  - Designed guided workflows and dashboards for users to have an at-a-glance view of their ROI and status of their network

  - Created the vision and strategy for modernizing & evolving the Platform from desktop only to incorporate mobile designs and several 'views' of the network data.

- ***Service Design*** – Led activities to understand the needs, pain points, opportunities, and required deliverables for the organization. Defined the vision and goals for the "Future State" of the product.

- ***Team Lead*** – Led and managed cross functional teams in research, design, development & user testing of the "future state" of the CSP application. Performed project planning, design reviews and mentored junior designers.

Past Projects

Client: LogRhythm | Site: Remote – **Project Start date:** November 2021
Client: Halliburton | Site: Remote – **Project Start date:** February 2020 - June 2020
Client: GFT | Site: Keane – **Project date:** August 2019 – January 2020
Client: Hydrogen/People 2.0 | Site: Shell Oil (Royal Dutch Shell) – **Project date:** April 2019 – July 2019
Client: Synergy | Site: WDVG – **Project date:** February 2019 – April 2019
Client: Brilliant Basics | Site: British Petroleum (BP) – **Project date:** August 2018 – December 2018
Client: ExxonMobil – **Project date:** June 2017 – March 2018

- ***Leadership –*** Creating and executing the vision for the design team. Overseeing design team members day-to-day activities including: project planning and execution; working with the PO and PM on project roadmaps, estimating and budget monitoring; mentoring Junior UX Designers.

  Overseeing project members day-to-day activities including: project planning and execution; working with the PO and PM on project roadmaps, estimating and budget monitoring; mentoring fellow UX Designers.

- ***Consulting*** – Serve as a UX Design subject matter expert and consultant operating on-site & remotely for the client.

  For Shell as a part of the Agile Hub; operated on behalf of BB for BP on the UDBSL project & the iRMS project for the geoscience and reservoir engineering feature Team Leads at (ExxonMobil.)

- ***Service Design*** – Provide organizational and behavioral considerations while designing, conducting, analyzing, and reporting on user-centered design research and usability testing for client applications; Led design thinking workshops to solidify project milestones, deliverables, and execution plan.

- ***Project Management*** – Led the design team in creating SOW deliverables (User Research to develop and design User Experience (UX) including user flows, wireframes, information architecture); oversaw the front-end development team implementation of the user interface.

  Synthesize complex problem areas into intuitive designs, creating SaaS and PaaS solutions for digital applications, platforms or products with an experiential outlook beyond just digital.

  Creating User Stories and Use Cases in Confluence, Jira, and Microsoft Visual Studio.

  Work with the develop team to oversee the design and implementation of various iRMS features as determined by geoscientists and reservoir engineers.

- ***Client Relationship Management*** – Builds relationships with the business, project delivery and associated design and development points of contact. May serve as a design point of contact for user interface projects. (Exxon)

  UX Design – Designed and developed SaaS and PaaS applications. Implementing the User Experience (UX) design process including creating user flows, wireframes, determining information architecture, and establishing the look &

feel for the Line Review Wizard, Merchandizing Analytics Portal (MAP); UDBSL application platform; iRMS desktop application, Lube Planner; Equipment Health Monitoring application; BloxOne DDI and the CSP platform.

- *UX Research and Workshops* – Performing interviews and communicating with stakeholders; performing user testing; networking to understand and maintain a strong business knowledge (context, strengths, challenges).
- *Workshops* – Hosting ideation sessions with stakeholders, that serve as heuristic evaluations, which utilize card sorting, affinity mapping, "day-in-the-life" and other techniques to find patterns, organize data and ideas which help determine application IA (information architecture).
- *Travel* – Traveled to the client frac and maintenance sites in Midland/Odessa; to as needed for research, interviews and user testing. (GFT).

TATA CONSULTANCY SERVICES, *Sr. Consultant UX Design*   Houston, Texas 5/2015 – 6/2017

Client: Wal-Mart - Bentonville, Arkansas

- *Consulting* – Serve as a UX Design subject matter expert and consultant leading various projects that the on-site design and development team engaged in. Presented projects in client meetings on behalf of team members; oversaw and evaluated work to develop deliverables for the client.
- *Project Management* – Oversee Line Review application development for company-wide Buyers, Planners, and Replenishment Managers. Created and updated User Stories and Use Cases.
- *Client Relationship Management* – Built vendor relationships with the business, project delivery and associated design and development points of contact. Served as a design point of contact for user interface projects.
- *UX Design* – Develop User Experience (UX) including stakeholder research, wireframes, personas, information architecture for web application and mobile application development.
- *Team Lead* – Developed milestones, conducted personnel evaluations, scheduled training assessments.
- *Travel* – Travel to various client sites working with cross functional teams of Managers, Systems analysts, and Developers.

CURTIS CONSULTING (PANTHEON Unlimited), *Marketing & Design Consultant*   Houston, Texas 10/2001 – 7/2017

- *Consulting* – Serve as a UX Design subject matter expert and consultant leading various projects that the on-site design and development team engaged in. Presented projects in client meetings on behalf of team members; oversaw and evaluated work to develop deliverables for the client.
- *UI/UX & Web Design* – Develop User Experience Strategy (UX) including wireframes, personas, information architecture and perform client web content cleanup; HTML page creation Develop and maintain websites, micro-sites, and landing pages utilizing Dreamweaver, Illustrator, Photoshop, CSS, and HTML.
- *Management* – Managing partner, responsible for print and web site design, brand and corporate identities, and advertisement campaigns for numerous businesses and corporations. Managed several small cross-functional teams of developers and designers (project dependent). Developed regional and niche multimedia marketing campaigns.
- *Consulting* – Consult with clients and technical copywriters to generate ideas for the content development of proposals, websites, and branding.
- *Creative* – Responsible for editorial creation, design, production, direction and distribution of all marketing materials and publications. Manage press checks, art directed photos, and supervised team design efforts.
- *Media* – Coordinate media interest in the organization through professional promotions, and ensure regular contact with target media and appropriate response to media requests. Social media monitoring and management.
- *Marketing* – Responsible for the achievement of marketing/communications/public relations mission, goals and financial objectives. Coordinate the appearance of all organization print and electronic sales and marketing materials such as letterhead, brochures and proper use of logo.

EDUCATION

Master of Fine Arts (MFA)	**Master of Business Administration (MBA)**	**Bachelor of Fine Arts**
Web & New Media – UX - 2014	Marketing - 2009	Studio Art: Painting - 2000
Academy of Art University	University of Houston – Victoria	University of Houston

AWARDS AND HONORS

First Place – University of Houston - Victoria MBA Conference Competition   May 2009