

# PAUL DALY

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## USER EXPERIENCE DESIGN LEADER | PRODUCT DESIGN AND STRATEGY PROFESSIONAL

**Enterprise & Consumer SW, Web and Mobile Apps / Financial, Education, Industrial, Government, IT**

Proven and progressive experience in building and leading design organizations and product strategy, using Design Thinking and Human Centered Design methodology to lead creative and innovative solutions for large-scale complex systems and intuitive consumer multi-device experiences.

Excellent written and verbal communication skills, presenting to executives, sales prospects, and customers. Lead and manage collaborative UX process for agile and iterative software development including user research, concept modeling, personas, storyboards, scenarios, task flows, wireframes, mockups, prototypes, specifications, and usability testing. Manage multiple simultaneous projects throughout the software development lifecycle. Current in best practices and trends in technology and UX design.

**Specialties:** Design Management and Leadership, Strategic User Experience, Design Advocacy, problem definition and solving, product management, user research, rapid prototyping, and usability evaluation.

HTML5-CSS-Javascript | Adobe Suite | Sketch | Axure | InVision | Android, Windows, & iOS | Agile & Lean

## PROFESSIONAL EXPERIENCE

**Q2 EBANKING**, Austin, Texas

2015 to current

### User Experience Design Manager

Build and manage the product design team for retail and commercial online banking products. Provide strategic direction to product organization through user research to uncover user needs and business opportunities. Engage with product development to deliver using agile and lean practices. Promote value-add of Q2 Design to customers and prospects through presentations and research engagements. Evangelize design thinking throughout the organization and attract, retain, and develop design talent.

**EMERSON PROCESS MANAGEMENT**, Austin, Texas

2009 to 2015

### User Experience Design Lead

Developed and institutionalized the new user experience design process within product development. Conducted and managed design activities (research, design, specifications, usability testing) for market leading industrial process control system. Hold multiple patents in process control applications.

- Modernized legacy software programs for current standards in desktop, web and mobile application design for \$1B flagship DeltaV distributed control system.
- Directed user centered design strategy for new product development and 5 year plan for next generation products.
- Mentored novice HCD team members and trained 10 product managers and 75 developers in design methods. Taught LUMA Innovation through Design, Rapid Prototyping, and Heuristics workshops throughout company; over 200 students with Net Promoter Scores over 90%.

**TEXAS INSTRUMENTS**, Dallas, Texas

2002 to 2009

**Interaction Design Manager**, Educational Technology

**2002 to 2009**

Created the user experience design process for \$500M educational technology business, both market leading calculators and multi-platform software on desktop and web. Hold patents in educational technology.

- Directed user experience strategy for the product roadmap, working with team of 10 product managers. Managed usability team of designers, testers, and consultants.
- Instituted company-wide customer experience transformation; integrating marketing, sales, packaging, training, support, technology, and product strategy. Made *ease of use* a business priority.

### **Research Manager**

**2004 to 2006**

Managed \$2M budget Educational Research program for math and science applications. Provided *scientifically based research* results that proved the effectiveness of TI products, and contracted design research for product development innovation.

## **ADDITIONAL RELATED EXPERIENCE**

### **OPENTEXT (Formerly Vignette) – Human Factors Engineer**

Developed product requirements documents, use cases, and user interface specifications for web portal applications in finance and e-commerce. Defined workflows and developed rapid prototypes. Performed low fidelity and high fidelity usability tests. Developed product user interfaces in HTML, CSS, and JavaScript. Wrote specifications, test cases, product user guides and produced product demonstrations for sales and marketing.

### **USAA – User Interface Analyst**

Initiated usability testing of USAA's customer web site. Collaborated with engineering and business analyst teams to develop requirements, use cases, visualizations, prototypes, and user interface specifications for customer contact policy administration. Conducted cognitive task analyses, contextual inquiry, design interventions and initial training plans, and usability testing.

### **US AIR FORCE – Behavioral Scientist / Acquisition Officer**

Initiated laboratory WWW presence, leading cross-functional team in information architecture and HTML page development. Applied human factors design to computer based training research and development projects. Managed laboratory technology transfer and IR&D program.

## **EDUCATION**

**Master of Science, Applied Experimental Psychology**, VIRGINIA TECH, Blacksburg, Virginia

**Bachelor of Science, Psychology with emphasis in Engineering Sciences**, US AIR FORCE ACADEMY, Colorado Springs, Colorado

## **PROFESSIONAL CERTIFICATIONS AND AFFILIATIONS**

**Project Management Professional (PMP) Certification**, Project Management Institute  
Certified LUMA Innovation through Human Centered Design Trainer

## **ADDITIONAL SKILLS, METHODS, AND TOOLS**

**SKILLS:** Cross-Functional and Virtual Team Leadership, Project Management, Design Thinking Training, Mentoring, Change Management, Agile Methods, Lean UX, Synthesis & Analysis, Facilitating, Offshore Development, Storytelling, Visual and Icon Design, Responsive Design, Accessibility

**METHODS:** Surveys, Contextual Inquiry, Interviewing, Customer Journey Maps, Remote Testing, Competitive Analysis, Heuristic Review, Information Architecture, A/B Testing, Wireframes & Mockups, Rapid Prototyping, Scenario-Based Design, Essential Use Cases, User Stories

**TOOLS:** Microsoft Office, Adobe Creative Suite, Sketch, Axure, Miro, InVision, Abstract, Atlassian suite