

Herb Himes

Lead UX/UI Designer

Experienced, versatile UX/UI designer and team leader with a passion for creating order out of chaos in challenging product development settings. Subject matter expert in UX/UI and design with proven ability to design elegant and effective solutions that meet business and user needs, are innovative, easy to use and accessible. My methodology includes effective discovery sessions, prototyping, learning and improvement through iteration, clear communication and education.

✉ herb.himes@gmail.com

📞 865-924-8003

📍 Knoxville, TN, US

🌐 herbhimes.com

🌐 linkedin.com/in/hhimes

SKILLS

User Experience

User Interface Design

Information Architecture

Interaction Design

Product Design

Usability Testing

Graphic Design

Front End Design

Creative Direction

Wireframing

Rapid Prototyping

Visual Design

Team Leadership

HTML 5

CSS

JavaScript

jQuery

Rails

Angular

Bootstrap

SCSS

Twig

Django

Git

Strategic Planning

Management

Product Lifecycle Oversight

Cross-Functional Collaboration

Adobe Creative Suite

Figma

PROFESSIONAL EXPERIENCE

Lead UX/UI Designer

Smarteria

06/2021 - 10/2023

SaaS solution for financial compliance

Achievements/Tasks

- Created all interaction design, wire frames, rapid prototypes and user experience design for a best in class financial compliance application used by enterprise RIAs and networks.
- Redesigned core application's user interface and visual design, improving customer experience and increasing efficiency of task completion. Led to 20% increase in customer retention.
- Developed new, more streamlined, HTML/SCSS front-end structure for the core application, yielding 20% faster load times for end users and improved efficiency for developers.
- Created standardized templates, widgets and library items, centralizing design tools and increasing efficiency.
- Established new brand identity, created new logo and designed effective marketing materials and trade show graphics.

Contact: Adrian Carr - adrian@smarteria.com

Lead UX/UI Designer

MerlinOne

05/2020 - 06/2021

Digital Asset Management (DAM) Solution

Achievements/Tasks

- Effectively modernized the user interface, design and branding for MerlinOne's MerlinX and MX Basic digital asset management products used by the White House, New York Times, ESPN and many other large companies and organizations that manage and maintain large volumes of digital media.
- Established a user-centric design approach for the company based on empathy, user research and testing, iteration and UX/UI best practices. Customer retention increased more than 15%.
- Implemented consistent design language through creation of standardized templates, widgets and library items, centralizing design tools and increasing team efficiency

Contact: Andrew Forber - andrew@forber.net

PROFESSIONAL EXPERIENCE

Lead UX/UI Designer

Vortex Analytics

01/2017 - 03/2020

SaaS solutions for the healthcare industry

Achievements/Tasks

- Designed new RevInsights interface that allows healthcare analysts to access, analyze and evaluate patient data from multiple, disparate systems which has increased productivity of analysts by 30%.
- Developed and designed interface for the RevRecover Denial Management Service that allows hospital systems to track, understand and work coverage denials by insurance companies, find reasons for the denials and recover lost revenue for the hospital system. The first year of use recovered more than \$500,000 for the first client.
- Designed and developed key performance metric dashboards that track insurance denials and revenue over time, which has led to successful predictive analytics of trends.
- Established new brand identity, created new logo and designed effective marketing materials and trade show graphics.

Senior Interaction Designer

Scripps Networks Interactive

01/2011 - 12/2014

HGTV.com, HGTVGardens.com, HGTVRemodels.com, Frontdoor.com, and DIYNetwork.com.

Achievements/Tasks

- Developed and implemented a successful in-house rapid usability testing methodology and usability test scripts for SNI websites which resulted in more frequent testing with quicker feedback and results, saving more than \$1000 per test.
- Performed all interactive design, wire framing and user experience development for the HGTV Photo Library; the primary traffic driver and ad revenue generator for the site. Exceeded set goals for increase of page views and time spent on the site by 50%.
- Created standardized templates, widgets and library items used by the entire Interaction Design team across the company, centralizing design tools and increasing department efficiency.

Director of Design and User Experience

Scripps Interactive Newspapers Group - The E.W. Scripps Co.

01/2005 - 05/2010

Led the user experience team, including four user experience designers as direct reports. Provided design and user experience for 20+ web properties.

Achievements/Tasks

- Successfully introduced a user-centered design process utilizing both quantitative and qualitative user experience research, usability testing, site analytics, and user surveys. As a result, in less than six months, time spent on sites and page views went up more than 100%.
- Established a new HTML and CSS structure shared by 20+ newspaper properties that was managed in a single location, allowing for the complete redesign of every Scripps newspaper site in less than three months.
- Built a top team of user experience designers and created a first-ever user experience department for the Scripps Corporate Newspaper division that was focused on user-centered design.
- Increased ad CPM by 200% by reducing number of ads per page and working with sales team to convince them to sell content relative advertising on pages. As a result, ad click-throughs more than doubled.

EDUCATION

Bachelor of Science

University of Texas at Austin