

RICHARD PRICE USER EXPERIENCE & INTERACTION DESIGNER

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PROFILE

I empower innovation that improves lives. I'm at my best when helping organizations create seamless product and service experiences that resonate viscerally, behaviorally, and reflectively in real people's life journeys. I focus on opportunities for impact in Health Care, Active Lifestyle, and Travel & Leisure spaces. I'm a strategic, iconoclastic, and design-first creative who inspires deep exploration and experimentation. This is who I am.

WORK EXPERIENCE

RICHARD PRICE DESIGN // User Experience & Interaction Designer

2015-PRESENT

Drive service, experience, and product design excellence with consulting services for top growth stage organizations, urban agencies, and international clients.

DISH Grand Central • Art Directed and produced micro site for DISH Networks and SlingTV's lower downtown Denver developer hub.

Konnexe iOS Application • Product design, Sketch and InVision prototyping, and product management consulting for networking app.

Adaptive Sports USA • Multi-element collateral campaign design along with branding and style guide creation and logo re-development.

SOVRN HOLDINGS // Senior User Experience Designer

2015

One of the largest ad exchanges with over one billion requests per day; Sovrn's AdTech solutions help independent web publishers succeed.

- Moved Meridian supply-side platform forward with thoughtful designs in an Agile environment.
- Refactored key platform components; solved discoverability issues and improved user flows.
- Reinforced product alignment by creating and socializing primary personas.
- Facilitated user research with design reviews and presented findings to CEO and product design team.
- Supported Data Science team with Ad Network dashboard in Tableau with data from Hive.
- Completed expert evaluation of corporate website and presented findings to Digital Marketing team.

RICHARD PRICE DESIGN // Experience Architect & Product Designer

2008-2015

JELL-O Facebook Application

- Engineered interfaces for presenting 200+ item product line.
- Synthesized product display requirements with information architecture needs and framework mandates.
- Encouraged human, story-centered user experience design.

American Crew Online Video Education Application

- Conceptualized application framework and user interfaces for custom Learning Management System.
- Designed store locator experience and integrated stylist biographies, specializations and availability.
- Modeled salon stylists with personas, essential use cases and user flows.

Lexus Dealers' Responsive Website

- Directed 4-person design team as UX Lead.
- Envisioned next-generation responsive tablet and mobile experiences for local dealerships.
- Developed scenarios, crafted user flows, and built live prototypes in Axure.

Time and Place Luxury Vacation Rentals Website

- Oversaw UX strategy for redesign of this high-end villa agency's web presence.
- Named "Best Villa Rental Agencies 2014+2015" by "Travel & Leisure."

CONTINUED

MyForce Registration, User Account and Responder Interfaces

- Streamlined purchasing and registration process from cumbersome 7-page user flow into 3-step approach.
- Increased conversions while retaining multiple account registration and payment gateway integrations.
- Aligned User Account management screens with visual language and interaction design pattern standards.
- Redesigned PSAP Responder UI with GPS and audio feeds from personal security smart phone application.

Amex OPEN Forum Government Contracting Education Portal • Created five UI approaches for Learning Management System.

DISH Grand Central • Art Directed and produced micro site for DISH Networks’ lower downtown Denver developer hub.

Ball Corporation • Contextual inquiry and conceptualized wire frames for SharePoint micro-site.

Best Buy • Articulated iAd frameworks for use by creative team.

Trimble • Championed users throughout UX design process of Trimble Asset Manager SaaS application.

Trimble • Translated hardware interface style guide into interactive web and mobile style guide website.

Colorado Governor’s Energy Office • Designed and built 200-page energy information and legislative support portal.

Segrity • Designed Human Machine Interface for regional power company hydroelectric turbine control systems.

IxDA • Designed and hand coded responsive website for Interaction13 conference.

Intersil • Prototyped user interface concepts in JavaScript and created developer ready HTML and CSS.

What Users Do • Interpreted videos of unmoderated user tests as a User Experience Analyst.

WORK HISTORY

ASCEND INTERACTIVE	1998–2007
Senior Web Designer & Full Stack Web Developer	
HITACHI SOFTWARE	1997–1998
Software Engineer	
INFORMATION & GRAPHICS SYSTEMS	1995–1997
Software Engineer	
CHARLES SCHWAB	1993
Network Administrator	
AETNA HEALTH PLANS	1987–1992
Network Administrator	

SKILLS

A/B Testing • Empathy Models • Agile User Stories • Animation & Motion • Branding & Style Guides • Systems & Business Analysis • Business Models • Content Strategy • Contextual Inquiry • Creative Briefs • HTML5 • JavaScript • CSS3 • LESS/SASS • Data Analytics • Data Visualization • Database Administration • Design Studios • Digital Imaging • Essential Use Cases • Experience Mapping • Experience Evaluations • Feature Mapping • Full Stack Web Maintenance • Heuristic Evaluations • Interaction Models • Interactive Storytelling • Mental Models • MVPs • Personas • Product Management • Production Artwork • Project Management • Scenarios • SEM & SEO • Service Design • Software Engineering • SQL • Story Boards • Task Analysis • Taxonomies • UI Architecture & Layout • Usability Testing • User Research • User Flows • Video Editing • Web Analytics • Wireframes • WordPress Theming & Development

EDUCATION

ACADEMY OF ART UNIVERSITY, SAN FRANCISCO
BFA Web Design & New Media
CALIFORNIA STATE UNIVERSITY, EAST BAY
BS Computer Science

PROFESSIONAL ACTIVITIES

Organizer of UXPA Denver	2012–2014
Co-organizer of Global Service Jam, Denver	2012–2013
Co-organizer of 5280 Civic Jam	2013
Board Member, Interaction Design Association, Colorado	2013

TOOLS

Trello • Slack • Evernote • Jira • ActiveCollab • InVision • Sketch • Axure • Balsamiq • Adobe Creative Cloud • InDesign • Illustrator • Photoshop • After Effects • Premiere • Tableau • Google Analytics • FramerJS • PhoneGap • Flash • Bootstrap • Zurb Foundation • Solidify • Verify • Sublime • GitHub • Tower • Getting Things Done