

# KEVIN LYNN BROWN

## UX Leader

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### ROLE / OBJECTIVES

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Vice President of User Experience and Interaction Designer with prototyping skills in responsive web design with HTML, CSS and JavaScript. Lead user research and lead UX teams across the product portfolio. Experience in Java development as well.

My primary goal is to always play a vital role, whether individually or within a team, in the design and development of best-in-class graphical user interfaces, with regard to aesthetics, functionality, usability and end-user satisfaction.

### STRENGTHS & EXPERTISE

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- 7 years experience hiring, training, leading and managing enterprise UX teams
- Design Thinking instructor and practitioner
- Lead usability research, rapid prototype and testing techniques
- 21 years experience in graphical user interface design for enterprise web applications
- Experienced and skilled developer with expertise in cross-platform HTML, CSS, JavaScript
- 23 years experience in web design and graphic design
- Agile/iterative development practitioner for about 18 years

### ROLES & PRODUCT DOMAIN EXPERIENCE

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#### Vice President of UX

- Configure, Price and Quote (CPQ)
- Deal Management / Order Management
- Contract Lifecycle Management (CLM)
- Task Management
- Intelligent Workflow
- E-Commerce
- Billing, Revenue Recognition
- Rebates, Promotions, Incentives
- Analytics and Reporting
- AI / Machine Learning

#### UX Director

- Sales Performance Management (SPM)
- Commissions/Incentive Management
- Producer/Insurance Compensation (ICM)
- Territory & Quota Management (T&Q)
- Configure, Price and Quote (CPQ)
- Contract Lifecycle Management (CLM)
- Analytics and Reporting
- Sales Enablement
- Marketing Automation
- Workflow
- User Management (SSO, 2-factor auth)

#### UX Team Lead

- B2B Commerce Managed File Transfer (MFT)

#### Full-Stack UX Design

- Corporate Tax Compliance

#### UX Design, User Research

- B2B Commerce Multi-Enterprise Gateway
- Enterprise Case Management (ECM)
- Business Process Management (BPM)
- eDiscovery Legal Compliance
- Enterprise Search
- Text and Content Analytics
- Document Classification
- Document Management / Records Management

#### UI Engineer

- Multi-dimensional OLAP (MOLAP)
- Business Intelligence (BI)

#### Web Design

- Mortgage Brokers
- Banking and Financial
- Commercial and Personal

WORK EXPERIENCE

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## Apttus Corporation

### Vice President of User Experience and Design

Jul 2018 – present

#### Accomplishments

- Lead cross-discipline UX team in India and US
- Instituted User Research, User Testing, and Design Thinking as UX standard practices
- Trained Interaction Designers to be full-stack UX Designers (user research, testing, prototyping)
- Contributor to design language and design system

#### Responsibilities

- Determine corporate-wide UX plans for a \$1.5B SAAS company
- Oversee user experience design process for corporation at large
- Participate in and provide input to release planning and quality measures around usability of products
- Work closely with Product Management to understand customer requirements, interview actual users to understand their pain points, and leverage all the research into creating user-friendly designs
- Hire and lead worldwide UX team located in US and India

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## SAP / CallidusCloud

### Director of User Experience

Jan 2015 – Jun 2018

#### Accomplishments

- Worked with development teams that never had UX engagement before. Educated company about UX.
- Worked with 10 different development organizations to complete unification of UI for 13+ different products (a majority were acquisitions) into a unified suite of applications with improved usability and responsive design where possible. Major impact to the company – every screen for every product at the 2015 conference demonstrated my work
- Formed and lead cross-discipline mobile UI team of UXers and UI developers in India, Serbia, UK and US

#### Responsibilities

- Determine corporate-wide UX plans for a \$1B SAAS company
- Lead design of 13+ products in product portfolio
- Author corporate UI guidelines
- Interaction Design
- User Research
- Front End Development
- Participate in and provide input to release planning and quality measures around usability of products
- Work closely with Product Management to understand customer requirements, interview actual users to understand their pain points, and leverage all the research into creating user-friendly designs
- UX hiring / interviewing; lead UX team of 5 people - 1 at HQ, 1 in Texas, 2 in Serbia, 1 in India

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WORK EXPERIENCE (continued)

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**IBM**  
**UX Lead**

Apr 2013 – Jan 2015

## Accomplishments

Lead a team of 5 UX people in 4 locations across 3 countries who had never worked together before and developed a synergy and working rapport across the team, trained all in Design Thinking  
Worked with a development team that never had UX engagement before. Trained the development team about UX, the activities and deliverables to expect and how we could work together  
Worked with development to oversee a complete overhaul of a product dashboard with all new visualizations in a short 4-iteration development cycle with great fidelity to the original UX design

## Responsibilities

Lead a team of five UX; 2 User Researchers, 1 Visual Designer, 1 Interaction Designer/Visual Designer, 1 Front End Developer, as well as contributing as UX Designer and Front End Developer  
Train wider team (development QA, documentation teams, along with UX team) in Design Thinking  
Lead wider team (development QA, documentation teams along with UX team) in Design Thinking practices to design the user experience of product releases  
Participate in and provide input to release planning and quality measures around usability of products. Set the release schedule for UX, resource allocation and work estimates for release planning  
Work closely with Product Management to understand the business space, customer requirements and needs and turn them into a user-friendly design  
Provide playbacks to Executive team and management on design status and strategy and work with teams across the portfolio for consistency in branding and user experience patterns

**IBM**  
**Human Factors Engineer**

June 2006 –Apr 2013

## Accomplishments

Worked with UX/Development team to design a new case management software UI from the ground up (well received, product awarded internally for UI)  
Instrumental in making inroads for UX processes into development, getting buy-in with developers and managers, evangelizing user-centered design practices  
Took over role as usability lead for OmniFind Yahoo! Edition search product which was released Dec. 2006 and widely regarded as very easy to use and a strong competitor to the Google Mini offering  
Performed role as accessibility focal point for Information Management. Reviewed and helped bring several products to accessibility compliance for sale to customers, including government contracts

## Responsibilities

Design graphical user interfaces for enterprise software products (interaction design, usability engineering, user-centered design practices)  
Create interaction specifications with annotated wireframes  
Heuristic evaluation of existing UI  
Create low-fidelity wireframes and interactive prototypes  
Lead cognitive walkthroughs with partners/customers  
Organize, schedule and run user tests with implemented product  
Deliver test reports with recommendations for usability improvements based on user tests  
Collect ease of use, task completion, time on task and other usability metrics  
Served as Usability Engineer for Enterprise Content Management installs (7 products)  
Served as point person for accessibility for the Enterprise Content Management UX department

WORK EXPERIENCE (continued)

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## Liquid Engines

**UI Designer** (Consultant)

Nov 2006 – Jan 2007

### Accomplishments

- Established the look and feel of the GPM product
- My HTML/CSS/JavaScript prototype code was used as the basis for the actual product UI (at that time, no UX person directly bridged the gap between design and development like that)
- Worked with product management and development team to design entire graphical user interface for GPM and AMx products

### Responsibilities

- Visual Design and Interaction Design of corporate tax software product
- Create all graphics
- Interactive prototypes in DHTML / JavaScript, which were used as the foundation of the actual product UI

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## IBM

**Staff Software Engineer / UI Engineer**

Aug 2004 – May 2006

### Accomplishments

- Oversaw the migration of product branding from Alphablox corporate identity to the new IBM DB2 identity
- Designed and implemented administration GUI for creating multi-dimensional data cubes from relational data sources
- Developer on team to enable tier-1 localized language support for the product. (13 new languages added)
- Organized and conducted usability tests for product-wide icon and image replacement, in concert with the branding change

### Responsibilities

- Enterprise web application GUI design and implementation using Java, DHTML and XML
- Usability testing of rapid prototypes using various techniques (cognitive walkthrough, feature inspection, etc.)
- Server-side component design and code in Java, client-side view created in DHTML
- Technical spec and design documentation
- Unit test authoring

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WORK EXPERIENCE (continued)

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**AlphaBlox****Software Engineer / UI Engineer**

Nov 1999 - Aug 2004

## Accomplishments

Authored the view layer and unit tests in Java for almost all Alphablox core DHTML client components  
Added DHTML components to the web-based interface of the product to match the Java applet versions. This solved a 2-year long problem that kept customers from being able to deploy our software across extranets where Java applets were not permitted, either for security or download reasons, yet a consistent interface was needed on every desktop.  
Conducted nearly 50 usability studies with profiled users from among customers, partners and internal resources, using various rapid prototyping techniques (paper mockup, DHTML mockup) and testing techniques (cognitive walkthrough, interview, feature inspection) covering some 14 areas of the Alphablox GUI, resulting in well over 80 recommendations for improvements to the GUI, including layout, types of controls, iconography, labels and naming conventions, and also identifying areas meriting further study  
Usability research, design and implementation of a suite of customization GUIs for the end-user to control the look-and-feel of visual data charts  
Implemented a GUI using Java on the server and HTML on the client to navigate a dimension of data within a multi-dimensional cube  
Other: designed the installer splash screens for the product

## Responsibilities

Enterprise web application GUI design and implementation using Java, DHTML and XML  
Usability testing of rapid prototypes using various techniques (cognitive walkthrough, feature inspection, etc.)  
Server-side components coded in Java, client-side view implemented in DHTML  
Technical spec and design documentation  
Unit test authoring  
Engineering support for customer issues  
Icon and graphic development

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**Myers Internet Services****Manager of Design Department**

Jan 1997 - Nov 1999

## Accomplishments

Re-engineered our web-site-template product line to decrease setup/installation time from 6 hours down to 40 minutes. These templates had an 80% profitability rate and made up a large portion of Myers' monthly new sales after my efforts.  
Personally designed over 150 custom web sites. (HTML/Graphics)  
Managed 5 web designers that produced 700 financial web sites within 3 years  
Wrote over 50 custom JavaScripts including 3 HTML editors and form validation libraries used by customer web sites. Authored all custom JavaScripts for online form validation and web UI.  
Created searchable database using ColdFusion as an interface; first database application Myers developed

## Responsibilities

Oversee all web site and web application design for the company  
Manage development teams for custom web applications  
Design all web sites for larger customers (sites over \$10,000.00 in value)  
Interview, train and manage Design Department, task assignment and order tracking

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**CUSTOMERS (sample list)**

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- Federal Reserve of the United States of America
- Royal Bank of Canada
- State Farm Insurance
- Kaiser Permanente
- Deutsche Bank
- BNSF Railway
- Atlas Copco
- Toyota
- Intel
- KPMG
- Blue Cross / Blue Shield
- JPMorgan Chase & Co
- Wells Fargo Bank
- Harley Davidson
- Louis Vuitton
- Michael Kors
- ANZ Bank
- Novartis
- Intuit
- FedEx

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**PATENT**

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Method For Displaying A Representation Of Data In Conditions Of Limited Visual Space

US Patent US 9652117 B2 - Issued May 16, 2017

Japan Patent JP 5528134 B - Issued Apr 25, 2014

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**EDUCATION**

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U.C. Berkeley Extension; Object Oriented Design in Java (extension courses in 2002)

Academy of Art College; Major: Illustration; BFA, graduated 1999

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**APPLICATIONS & SKILLS**

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- Sketch, InVision, Photoshop, Illustrator, Balsamiq, Axure, Dreamweaver, Omnigraffle
- JavaScript, HTML, CSS, AJAX, XML, Java
- Jira, GitLab, Rational Team Concert, Eclipse, IntelliJ IDEA, JUnit, ANT, JBuilder, PerForce, VSS, Track
- Tomcat, WebSphere
- Oracle (Hyperion) Essbase, MSOLAP, some DB2, ColdFusion with some SQL
- Salesforce, Google+ apps, MS Office, LotusNotes/Symphony
- UNIX, Red Hat Linux, Windows, Mac

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**OTHER SKILLS**

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Can speak basic Japanese, have ~5 years instruction total from U.C. Berkeley instructor

2002-2005 Private instruction in Japanese language from U.C. Berkeley instructor

2001-2002 U.C. Berkeley Extension; Japanese language

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**INTERESTS & ACTIVITIES**

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Music and photography. Played music for over 30 years, professionally much of that time. Toured in 30/50 US states and 5 foreign countries.