

Court Crawford

User Experience | Design Director | Leader | Mentor | Senior Creative | Operations Manager

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SUMMARY

Dynamic and engaging User Experience Design Director delivering measurable business value through leading dynamic software design teams practicing user centered design. Ensures products are well designed and implemented, as evidenced by increased customer confidence and success, brand loyalty, and customer satisfaction. Servant leader, delivering encouragement, support, and correction as needed to keep the team engaged and inspired.

Core Competencies: Agile Coaching | Sprint Management | Contextual Inquiry | User Experience Architecture | Storytelling | Workflow Design | Interaction Design | Design Presentation | Graphic Design | Project Management |

Technical Skills: Figma | CSS | Office 365 | Power Automate | Atlassian | Azure Dev Ops | Sketch | Adobe XD

Strengths: Communication | Cross-functional Collaboration | Mentoring | Relationship Building | Team Leadership

PROFESSIONAL EXPERIENCE

Senior Design Manager | Edmentum |

2021 — 2024

- Led design, UX research, and UX writing team of up to 11 people. Supervised the creation and evangelization of core principles of design and brand compliance, baseline measurement of all UX improvements, and UX writing style guide.
- Implemented systems in Figma, Azure Dev Ops, DoveTail, Optimal Workshop, Qualtrics, and Confluence to track UX priorities and work.
- Established and maintained company's first user research panel under the sponsorship of the chief counsel.
- Consulted regularly with Chief Product Officer (supervisor) to advise on most strategic UX investment priorities.
- Negotiated UX priorities per sprint and per quarter with senior product VPs (peers). Chipped in to meet demand as a UX Researcher or UX Designer as needed.
- Achieved highest scores at company, far above industry average, on annual engagement survey and pulse surveys several years running. Supervised all vendor contracts, subscriptions, and budget for UX tools and contractors.

Design Manager | Premera Blue Cross |

2017 — 2021

- Led design team and contributed UX design for Premera's digital experiences on responsive web, Android, and iOS.
- Supervised a team of seven FTE and one contractor creating innovative designs to support agile engineering teams. Decreased provider call arrivals by 6% while increasing CSAT and delivered a 22% YOY increase in individual plan sales.
- Create comprehensive Jobs to Be Done graphs for strategic customers.
- Fostered design cohesion through creation and maintenance of a central pattern library evolved in partnership with engineering, research, and brand.
- Recruited and retained strong talent. Pitched in to all aspects of design work as required by current business priorities.
- Led colleagues through conceptual explorations to help customers understand financial model of US healthcare, make more informed choices regarding health insurance plan, and benefit from a unified communications.
- Specialized in accessibility auditing of the full web experience through over 10 hours of remote cognitive walkthroughs with blind users, generating specific recommendations for engineering and design practices to change.
- Drove changes in css and aria to bring more web experiences into compliance with accessibility standards.
- Managed 150 person org transition from Slack to Teams. Managed vendor contracts for all design tools and for Accessibility VPAT auditing.

Design Manager/Trainer | General Assembly |

2014 — 2016

- Created and delivered lesson plans, lectures, and workshops to increase student competency in UX design and research.
- Assisted students with knowledge and skill development to begin careers in field of user experience design and research. 80 of graduates were active job seekers and, of those, 79 gained employment in UX field within 180 days of class completion.
- Graduates are currently working at Microsoft, Google, Amazon, IBM, R/GA, Hornall Anderson, Blink UX, Smartsheet, Concur, JP Morgan Chase, Smith, T-Mobile, and many other companies.
- Supervised design work for 5 projects per student, including a minimum of one mobile app, one e-commerce website, one portfolio, and two of any form. Projects alternated between solo and group work.

Facilitator/Trainer | Microsoft |

- Evangelized user centered design principles as a facilitator and trainer. Researched and publicized breaking edge tools and methods in user-centered design, as well as integration of design into Scrum/Lean engineering teams.
- Elected as a team coach, focusing on process improvement and team morale through sprint retrospectives.
- Trained several hundred engineers in Scenario-Focused Engineering, and approximately 100 in Lateral Thinking techniques.
- Convened a dozen meet-ups of the community of practice to enhance user centered software engineering techniques.
- Wrote several blog posts about challenges and successes in user centered design.
- Contributed culture and design craft capabilities to a design excellence capability roadmap.

ADDITIONAL EXPERIENCE

Various Ascending Roles | Microsoft |

UX Design Manager | UX Designer | Senior UX Designer | UX Manager | Facilitator/Trainer | Program Manager

EDUCATION

Human Computer Interaction, Summer Course | University of Michigan College of Engineering

Bachelor of Arts | The Evergreen State College

History of Design | Bellevue College

TRAINING

Contextual Design | Direct tutoring from Karen Holzblatt, Hugh Beyer

Typography, Drawing, Color | School for Visual Concepts — Seattle

HCI tutorials and presentations | ACM SIGCHI — Fort Lauderdale, Florida