



DEAN HURLEY

User Experience Evangelist

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SUMMARY

User experience evangelist with extensive expertise seeks a position leading teams of design professionals and driving enterprise-wide UI/UX strategy.

SPECIALTIES

Proven leadership in managing and building highly functional user experience teams responsible for the creation of enterprise-wide design systems.

Advocate of the user. Champion of robust design strategies and best practices based on comprehensive usability testing, user profiling, and usage analysis.

Educator of design and user experience practices in institutional and corporate settings.

EXPERIENCE

Director of User Experience

2014 - Present

ADP, LLC - Roseland, NJ

Conceptualize and implement a transformative strategic design vision at an enterprise level. This encompasses 200 products, 600,000+ clients and 50,000,000+ end users in 100+ countries.

Direct a cross-disciplinary team of design strategists, designers, researchers, and developers charged with creating and operationalizing ADP's design system from the ground up.

Direct UX operations including internal initiative support, organization of logistics, design tool management, and the orchestration of design efforts with cross-functional partners.

Create an online hub that provides robust documentation supporting the company's next generation global, integrated user experience. Increased visitation 840% in the first 6 months.

Principal User Experience Designer

2008 - 2013

LexisNexis - New Providence, NJ

Led the overall design strategy for high-traffic, award-winning web properties, iOS and Android applications. This included managing a cross-functional design team responsible for creating interfaces and ensuring a high-quality user experience.

Ensured consistent experiences for key web properties by creating two design pattern libraries.

Qualified design decisions with iterative product discovery and usability testing regimens. Over 400 individual participants were tested each year.

Contributed to a 19% growth of Lawyers.com traffic and a 112% increase in traffic on the site's mobile optimized version - year-over-year, 2011-2012.



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EXPERIENCE (CONT.)

Manager of User Experience

2005 - 2008

IntraLinks, Inc. - New York, NY

Managed a cross-disciplinary team of six responsible for the overall UX strategy of all hosted enterprise software products.

Established an enterprise-wide design standards to ensure consistent experiences across products and features.

Partnered with product managers, developers and executives to ensure that business requirements were designed, documented, and implemented correctly.

Contributed to the positive growth of the company (40 million to over 140 million) in the span of three years.

Interface Designer

2002 - 2005

Thomson Financial (Thomson-Reuters) - New York, NY

Designed and implemented interfaces for hosted enterprise software products.

Aided in the creation of design standards supporting the Thomson One platform. This included creating a robust UI component style library for developers.

Created paper prototypes and participated in usability tests to determine user needs and tested the viability of new workflows.

Worked with product managers and developers to design/implement intuitive interfaces with emphasis on a seamless trouble-free user experience.

OTHER ACTIVITIES

Adjunct Professor

2004 - Present

Seton Hall University - South Orange, NJ

Teach undergraduate college students web design mechanics, HTML/CSS coding practices and user experience strategies.

Designed a comprehensive UX program with emphasis on the development of aesthetics, personal expression, critical thinking, and furthering of technical competence.

Spearhead the creation of a mobile design undergraduate course with a focus on the creation of experiences that are persistent across devices and appropriate to device and usage contexts.



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OTHER ACTIVITIES (CONT.)

Freelance Design Consultant

2000 - 2017

Summit, NJ

Design web-based solutions for small to mid-sized companies. This includes the creation of a knowledge management intranet website to facilitate the dissemination of competitive intelligence amongst salespeople.

Conduct heuristic reviews of websites for small/mid-sized companies. These leverage published research data, usability principles, and prior design experience, to evaluate the website and provide recommendations.

SKILLS

- User-centered design
- Enterprise UX strategy
- People management
- Servant leadership & mentoring
- User research methodologies
- Design systems
- Front-end development strategy
- Mobile strategy
- Business analysis
- Pragmatic marketing
- Product management
- Semantic web and accessibility
- Agile methodology
- Design education & training
- Help & support design
- Adobe Creative Suite
- Sketch
- SEO and SEM best practices
- Web optimization
- Miro & Mural collaboration tools
- Prototyping (Invision & Balsamiq)
- Invision Design System Manager
- HTML5 & CSS3
- Atlassian JIRA & Confluence

EDUCATION

Seton Hall University, South Orange, NJ — Bachelor of Arts: Communications, 2002.
Seton Hall University, South Orange, NJ — Certificate of Web Design, 2002.

REFERENCES

By request.