

## Gary M Davis

437 Tara Lane, Webster, New York 14580  
585.301.0467

## USER EXPERIENCE DESIGNER

Portfolio at usersimple.com  
gary.davis@gmail.com

## Summary

I bring together multiple disciplines including testing, requirements analysis, workflow, wireframes, visual design, iteration, prototyping, user-testing, and front-end development.

## Experience

COUPA Principal User Experience Designer  
San Mateo, CA / Remote 2022 – Present

- Transforming the business spend management experience, driving measurable value for enterprises around the world.

CLOUDCHECKR/NETAPP Lead User Experience Designer  
Rochester, NY 2019 – 2022

- Redefined the CloudCheckr experience to increase customer value, productivity, and loyalty through a phased redesign of complex cloud management software.

EAGLEVIEW Senior User Experience Designer  
Rochester, NY 2018 – 2019

- Designed and specified a replacement for a highly complex image QC system enabling more than 40% increases in productivity and allowing similar increases in revenue.

KODAK ALARIS User Experience Design Consultant  
Rochester, NY 2015 – 2017

- Reduced customer support costs by more than 15% by simplifying highly complex document processing tasks into understandable workflows.
- Established visual and behavioral guidelines that drove a professional, consistent look and feel across embedded, SaaS, desktop, and mobile UX design.

DELL/KACE Principal User Experience Designer  
Mountain View, CA / Remote 2011-2015

- Led major workflow revisions and design of new features for the flagship K1000 enterprise IT software, enabling improved productivity by simplifying highly complex tasks.
- Led the design of the new K3000 mobile device management from initial concept to product launch in about one year – resulting in sales 50% over the forecast.

- Led the clean-sheet design of the K1000 Go mobile app with a seamless experience across platforms. Adopted by one-third of customers in less than 6 months.

EASTMAN KODAK

Senior User Experience Designer

Rochester, NY

2007-2010

- Led a complete redesign of the flagship Picture-Maker Kiosk UI, which increased perception of quality by more than 20%, vastly simplified workflow, and reduced clutter.
- Uncovered safety and usability issues through human-factors assessments. Recommended changes eliminated the risk of injury and reduced key support costs by more than 25%.

XEROX

Senior User Experience Designer

Rochester, NY

1996 – 2006

- Designed print drivers that improved success rates of key tasks over 200% and were adopted as the company-wide design standard and widely imitated by competitors.
- Increased the collection of revenue over \$1M per year through redesign of the billing meters user interface and the establishment of coherent nomenclature across devices.

## Skills

- Full-stack skills including user research, concept, workflow, graphics, aesthetics, and code
- Designed for Windows, MacOS, Web/SaaS, Android, and iOS mobile and proprietary UI
- Expertise using Figma, Balsamiq, Invision, Photoshop, Illustrator, and Dreamweaver
- Direct experience coding with HTML, CSS, PHP, Bootstrap, JavaScript, and jQuery
- Experienced with both Lean and Agile methods and tools such as Jira and Confluence
- Granted several software utility patents

## Additional Experience

CURRICULUM DESIGN – Rochester Institute of Technology / NTID

GRAPHIC DESIGN – Marietta Hospitality, Cleary Graphics, Inc.

INDUSTRIAL DESIGN – Smith Corona, Crosman Air Guns, Ranging

## Education

SYRACUSE UNIVERSITY – Bachelor of Industrial Design