Guy Burns

VP/Director ◆ Experience Design

UX Philosophy

My career in UX has led me to believe that good website and app experiences are all about confidence and satisfaction. If your audience is confident throughout their experience and satisfied at the end, they will be left with a strong positive impression of your site and brand that will keep them coming back for more.

Management Philosophy

I believe in building teams full of superstars. I perform well in the spotlight, but a good team leader shouldn't need to be the center of attention at all times. I prefer to build capable, process-based yet flexible teams that are ready to take on any challenge. And at the end of the day, work should also be fun. If we're only doing this for a paycheck, we're doing something wrong.

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Leadership

◆ **Respected leader**, both within my team and the broader company

◆ **Adept at mentoring and fostering growth**; provides guidance and direction while encouraging independent thought and action

◆ **Expert navigator of politics**, cutting through the noise and driving toward solutions

◆ **Excellent communicator**, skilled in the art of negotiation and compromise

◆ **Quick to adapt** to changing environments and/or requirements

◆ **Strong advocate for usability** and user-centered experience design

◆ **Driving force behind promising new ideas**, working toward making them a reality

◆ **Hands-on experience in every role** of a web or software development team

Design

◆ **Over 15 years of experience** covering every aspect of interactive design: UX/UI design, content strategy, information architecture, search engine optimization (SEO), and user testing

◆ **Strong and proven intuition for user psychology**, backed by years of continuing education and direct work experience

◆ **Experience implementing and improving design processes** which insure thorough forethought of design and communication with all team members, reducing costly near-deadline changes

◆ **Firm grounding in good design principles**, from fully interactive media to paper-based layout and design

◆ **Experience in coordinating and conducting user testing**, from needs analysis and planning through prototype and validation testing

Experience

Epsilon | VP of Experience Design | 2012 to 2017

I led the Digital Experience Design team consisting of more than 20 people mixed between the fields of User Experience, Content Strategy, and Visual Design. I was responsible for setting the direction and vision for my team, assessing work quality and performing career mentoring, determining who and when to hire, and maintaining a healthy, upbeat, and productive work environment.

On a client project level, I worked with high profile clients and internal teams to define project goals and create a roadmap for achieving them. On a global scale, I led the Epsilon User Experience practice, setting standards and evangelizing the DXDesign practice across the company.

Freelance Experience Design Consultant | 2008 to 2013

I work in many capacities within the User Experience (UX), Interaction Design (IxD), and Digital Strategy disciplines, but my preferred position is leading a team of UX Designers across multiple simultaneous software/web/mobile projects. Everywhere I go I actively promote a user-centered approach to design. I also act as a primary client contact on most projects and am instrumental in selling (and upselling) digital strategy and design services.

Razorfish | UX Lead | 2007 to 2008

Like most interaction/usability positions, I worked with representatives from marketing, strategy, technology, and creative to determine and understand a project's mission, goals, and history, in order to produce personas, user experience models, sitemaps, task flows, and screen schematics (wireframes). Since the Razorfish UX discipline focuses on providing solutions rather than checking off a list of standard deliverables, I also created or participated in the creation of strategy documents, work/process flows, infographics, and other deliverables that do not easily fit into a standard deliverables list.

Additional Work Experience...

guyburns.com/experience