

# Guy Burns



## Building Trust

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.

## Creating Superstars

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 both enjoyable and satisfying. If we're only doing this for a paycheck, we're doing something wrong.

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# VP/Director ♦ Experience Design

## 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
- ♦ **Excellent communicator**, skilled in the art of negotiation and compromise
- ♦ **Expert navigator of politics**, cutting through the noise and driving toward solutions
- ♦ **Quick to adapt** to changing environments and/or requirements
- ♦ **Strong advocate for usability** and user-centered experience design
- ♦ **Hands-on experience in every role** of a web or software development team

## Design

- ♦ **20 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 direct work experience
- ♦ **Experience implementing and improving design processes** that are repeatable yet flexible, and reliably produce quality results
- ♦ **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

### Experience Design Leadership Consultant

I build and lead Digital Experience Design projects, teams, and/or client accounts. I create or evolve existing design practices to focus your products and projects around real audience insight. I champion repeatable, yet always flexible, processes that can reliably produce quality results.

I lead digital design teams consisting of strategists, creative, UX, and development. I've led teams ranging from small, focused, local teams to large teams spread across the globe while advancing work on several projects or client accounts simultaneously. Building strong, strategic design teams is my first love, and I enjoy creating healthy, upbeat, and productive work environments.

I work with high profile clients, like Intel and Nokia, and their internal stakeholders to define project or product goals and create a roadmap for achieving them.

### Epsilon | VP of Experience Design

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.

### Razorfish | UX Lead

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, wireframes, and many custom deliverables that don't fit into a standard list.

### Additional Work Experience...

 [guyburns.com/experience](http://guyburns.com/experience)