Guy Burns

Building Trust

My career in UX has led me to believe that good digital experiences are about confidence and satisfaction. If your audience is confident throughout their experience and satisfied at the end, they will be left with a positive impression of your 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. 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 be both enjoyable and satisfying.

📞 415.425.2495

✉️ guy@guyburns.com

🔗 guyburns.com

📍 Oakland, CA

VP/Director ◆ Experience Design

Leadership

- **Respected leader** within my team(s), company, and broader UX community
- **Adept at mentoring and fostering growth**, providing guidance and direction while encouraging and supporting independent 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 requirements
- **Strong advocate for usability** and user-centered experience design
- **Hands-on experience in every role** of web or app development teams

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 training and direct work experience
- **Experience implementing and improving design processes** that are repeatable yet flexible, reliably producing desired results
- **Expert coordinator and facilitator of user testing**, from needs analysis and planning through prototype and validation testing
- **Experience grounded in good design principles**, from fully interactive media to paper-based layout and design

Experience

Experience Design Leadership Consultant

I build and lead Digital Experience Design projects, teams, and 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 desired 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 equally well with high profile clients, like Intel and Nokia, or smaller up-and-coming startups. I work with internal stakeholders to define project or product goals and create a roadmap for achieving them.

Epsilon | VP of Experience Design

I led a Digital Experience Design team of 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, like Google, American Express, AT&T, Cintas, Target, and Walmart (to name only a few). On a global scale, I led the Epsilon User Experience practice, setting standards and evangelizing the DXDesign practice across the company.

Razorfish | UX Lead

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 Information

🔗 guyburns.com | portfolio | work experience