



RANDY HARBIN

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SAMPLE PROJECT PORTFOLIO: randyharbin.com

EXPERIENCE

IBM iX/Consulting / Cambridge, MA / **Creative & UX Craft Lead - Cambridge Studio** / 2015- Present

- Creative Director and UX Craft Lead for IBM iX Consulting Cambridge Studio. Represent the creative discipline across peer studios and global footprints, collaborating on cross studio projects and design thought leadership.
- Directly manage, coach and champion ten designers to navigate progressive career tracks (new hires, seasoned designers and managers) to ensure growth and strategic mindsets. In addition, oversee diverse project teams of visual , ux designers, and researchers (both on and offshore).
- Lead numerous engagements formulating project approach and providing creative direction from discovery and concepts, through detailed design and delivery that includes user research, design thinking, personas, customer journeys, wireframes, visual designs, prototypes and usability testing.
- Passionate and empathetic advocate for the user, skilled in balancing the needs of real humans with business requirements and strategic stakeholders.
- Expert trained design thinking evangelist creating, planning, and facilitating workshops for a variety of clients.
- Participated in hiring, mentoring and motivating experience designers in the pursuit of a long-lasting and productive creative culture.
- Sample clients include: Rhode Island Department of Health, Alvogen Pharmaceutical, Pfizer, Johnson & Johnson, United Health Group, Providence Health, Texas A&M, Sally Beauty, and Southern California Edison.

SapientNitro / Boston, MA / **Creative Director, Experience Design** / 2012 - 2015

- Co-lead a team of twenty-five experience designers, actively mentoring staff, defining strategies and creating new approaches for the discipline.
- Created high quality deliverables turning insights into actionable solutions; experience maps, customer journeys, personas, wireframes, research playbacks, POVs, and heuristics.
- Oversaw cross-regional experience design collaboration, including processes for cross-office staffing and casting, sales pursuits, and common knowledge sharing of assets and thought leadership.
- Participated, created and presented experience strategies for various pitches and new business opportunities. Provided strategic and creative directions to clients such as Dunkin' Donuts, Chrysler, Dodge, RAM Trucks, McGraw-Hill Education, Sprint, Humana, Marriott, and LensCrafters.

Digitas / Boston, MA / **Associate Director, Experience Design** / 2011 - 2012

- Experience Lead for clients such as Proctor & Gamble (Tide, Downy, Bounce, Duracell, Gillette, Olay, Tampax), General Motors (OnStar, Saturn), and SunTrust Bank.
- Supervised and mentored junior experience designers in support of their career growth, identifying opportunities and setting agenda and goals for skill development.
- Participated, created and presented experience strategies for various pitches and new business opportunities.



ADDITIONAL EXPERIENCE

Sapient / Boston, MA / **Experience Design Manager** / 2009 - 2011
EF Education First / Cambridge, MA / **User Experience Director** / 2009
Digitas / Boston, MA / **Lead Interaction Designer** / 2006 – 2009
New Tilt / Cambridge, MA / **User Experience Design Director** / 2000 - 2006

EDUCATION

SUNY Fredonia	B.F.A. Sculpture, Art History	Fredonia, NY
Massachusetts College of Art & Design	M.F.A. Studio for Interrelated Media	Boston, MA

SKILLS AND CAPABILITIES

Team Management Career Coaching Mentorship Cycle Evaluation Growth Mindset	XD Deliverables Competitive Analysis Customer Journeys Ecosystem Diagrams Experience Briefs/Roadmaps Experience Models Heuristic Analyses Navigation Models Personas POVs Prototypes Sitemaps User Flows User Scenarios Wireframes	Software and Prototyping Tools Adobe Creative Suite Axure Figma InVision Keynote Sketch
Design Thinking Lead Facilitation Research Mentorship Training		
Research Research Design Interview Guides Participant Recruitment Interview Facilitation Research Playback Insights Brief		