HEATH ALEXANDER
HUMAN CENTERED DESIGN LEADER

heath.alexander@gmail.com
heathalexander.com/portfolio *pwd: hcd!*
404-217-4007

Experience

Senior Manager, Experience & Innovation

Sogeti/CapGemini, Atlanta, GA

April 2016– Present

Sogeti Internal

- Fellow for **SogetiLabs**, an invite-only community of technology leaders from Sogeti worldwide
- Provide delivery guidance, career mentorship, and community leadership to 35+ talented UX consultants and regional leaders
- Facilitated human centered workshops across client organizations with input from entry-level to executive leadership
- Initiated efforts to build Sogeti's intellectual capital around design operations, executive alignment, experience mapping, and design thinking workshops (including design sprints)
- Delivered UX design and research work products as an individual contributor and design leader to promote collaboration between clients, business owners, stakeholders, developers, and end users

Client: Chick fil-A

- Managed a *"UX Design as a Service"* that was responsible for the holistic experience of multiple enterprise applications
- Evangelized and facilitated the creation of an enterprise design system with the goal of creating more consistent end-user experience that allowed design to scale more effectively
- UX architect for the *Control Point* platform during its transformation from a series of smaller, disparate systems into a unified Operator experience for all in-restaurant technology
- Lead UX architect for *Spotlight*, from pre-launch in 2016 until 2020. *Spotlight* is an enterprise-wide customer insight and engagement application used by over 2,000 Chick-fil-A operators to better understand their customers behavior and engage them more personally and effectively
- Led initiative to create a single, consolidated view of end-user feedback, with the goal of having more confidence that the product was delivering the highest value in the most efficient manner
- Performed user experience discovery work including sketches, mockups, interactive prototypes, and requirements definition as part of an Agile 2-week sprint cycle

User Experience Analyst

Booz Allen Hamilton, Atlanta, GA

April 2012 – February 2016

Client: Centers for Disease Control & Prevention (CDC) / Management Information Systems Office (MISO)

- Conducted full range of user research methods as appropriate for the situation, including contextual inquiry sessions, task analysis, usability testing, persona development, experience mapping, requirements analysis, elicitation of key performance indicators and minimum viable product definition assistance
- Initiated the *Developer Education Vehicle (DEV),* a formalized pattern and code library. DEV improved code quality, maintainability, reusability and the overall end-user experience

Skills

- **Design Operations**
  - Design Systems
  - Career Mentoring/Laddering
  - Onboarding
  - Team-Building
  - Mentorship
- **Facilitation / Alignment**
  - Design Sprints
  - Workshop Facilitation
  - Design Thinking Activities
  - Problem Identification & Prioritization
- **Interaction design**
  - Experience Mapping
  - Wireframing / Prototyping
  - User & Task Flows
- **Qualitative Research**
  - User Interviews
  - Field Studies
  - Participatory design
  - Moderated testing
- **Quantitative research**
  - Analytics
  - A/B Testing
  - Surveys
- **Accessibility**

Certifications

Certified Scrum Product Owner
Scrum Alliance, 2021

Business Innovation
IDEO U, 2021

Enterprise Design Thinking Practitioner
IBM, 2021

Design Sprint Masterclass
AJ & Smart, 2019

ICAgile Certified Professional
ICAgile, 2016

Tools

- Figma
- Sketch
- InVision
- Miro / MURAL / Figjam
- Balsamiq
- Axure RP
- Design Thinking Workshops
- Amplitude
- Airtable

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Experience (continued)

- Lead user experience analyst for the 9.09 release of IRIS, the CDC's financial system of record. Responsible for facilitating a complete overhaul/redesign of the Comprehensive Projections List, a critical feature of IRIS used by Budget Analysts for daily reconciliation of funds. The redesign resulted in an interface and process that more closely matched user needs and expectations while increasing their productivity, efficiency, and accuracy during the budget-reconciliation process

Principal / User Experience Consultant

JHA Consulting, Atlanta GA

January 2011 – April 2012

- Provided usability and information architecture consulting for business and non-profit clients including the *Georgia International Convention Center*, *Atlanta Birth Center*, & *The Health Initiative*

Usability Consultant

Gogoray Consulting, Seattle WA

2003-2006

Owner / Principal

Intown Appraisals

2006-2011

Software Engineer (UI)

Attenex Corporation, Seattle WA

2001-2003

Web Developer

Akamai Technologies, Seattle WA

2000-2001

Education

University of Florida

BA, English--American Literature

1994

About Me

I am a cross-functional design leader with experience applying a human-centered focus across the entire software development lifecycle. I am motivated by the desire to make things simpler, to ease frustration, and to generally make it easier for individuals to accomplish their goals more efficiently and effortlessly.

Creating intuitive, enjoyable experiences is rewarding in and of itself, but that sense of accomplishment is strengthened when my work also produces a healthy return-on-investment for the business entity; often in the form of more focused, efficient development times, less money spent on training and help-desk support, and the overall positive impact that user experience has on brand identity, employee morale and customer loyalty.