Oscar Myre IV

< HUMAN-CENTERED DESIGNER > < RESEARCHER />

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SKILLS

- Human-Centered Design
- User Research
- Design Thinking
- Prototyping & Wireframing
- Usability Testing
- Information Architecture
- Collaboration & Communication
- Continuous Learning
- Empathy & Cultural Sensitivity
- Persona Development
- Data Driven Design
- Responsive Design
- People Development
- Process Development
- Agile Project Management
- Training / Education
- Figma & FigJam
- Adobe Creative Suite
- AI Tools

EDUCATION

Coaching Skills for Leaders
eCornell - 2023

Certified Scrum Master
Scrum Alliance - 2016

Digital Analytics
Google Analytics Academy - 2015

User Experience Certification
Udemy - 2014

BA Graphic Design Production
Western Washington University - 1997

OBJECTIVE

Passionate Human-Centered Designer and UX Researcher skilled in design thinking and user research. Seeking a role to apply expertise in creating user-friendly product solutions and enhancing user satisfaction through innovative design, user insights, and collaborative problem-solving.

EXPERIENCE

UX Designer & Researcher   **WorldVision, Inc.**   2018-present
Large multinational non-profit with over $1B in annual revenues

- Designed a lead-generating digital resource hub that significantly boosted brand favorability and increased qualified leads for Pastors and Church Leaders by 48% upon launch.
- Led the design of the Evidence Microsite, aiming for a $30 million grant yield for foundations in its first year.
- Spearheaded the design and research of the Post Chosen Pastor Digital Experience, enhancing engagement across 70+ churches.
- Established the Friends of WV - Volunteer Research Program as a Lead UX Researcher, driving valuable insights and engagement from passionate volunteers.

Sr. UX Consultant   **AIM Consulting**   2017-2018
Large consulting firm focused on advising c-suites of multinational organizations

- Lead complex crm integration across multiple technology systems in several continents increasing sales velocity by approx. by 20%.
- Increased client satisfaction managing complex international stakeholder relationships.
- Substantially decreased product deployment time by standardizing Jr. designer education documentation and processes.

UX Manager   **National Products Inc.**   2015-2017
Large US based digital device accessory manufacturer sold directly to businesses and consumers through e-commerce and distributors

- Decreased online checkout cart abandonment by 33%, and increased e-commerce revenue by 18% in less than 12 months
- Standardized user interface elements and formalized processes for UX team substantially decreasing help desk support tickets
- Lead cross channel communication and partner distribution stakeholder management

UX Designer & Manager   **omOriginals Marketing**   1998-2015
Boutique US based marketing agency

- Designed, developed & maintained over 400 websites
- Delivered marketing consultation and implementation
- Trained 100s of webmasters on various CMS platforms
- Presented web, marketing & social media workshops
- Accused of being refreshingly different ~:-)