David McCaleb
UX Designer

Portfolio: easyUX.com
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A proven track record of exceeding business goals and
solving complex challenges through user centered design.

UX Skills

Site Analysis, User Research, Competitive Review, User Flow, Personas, User Testing,
Moderating, Focus Groups, Sketching, Wireframing, Prototyping, Requirements Gathering,
Information Architecture, User Stories, A/B Testing, Empathy.

Technical Skills

Prototyping/Graphics: Sketch, InVision, Adobe XD, Photoshop, Illustrator, InDesign,
Premiere, Pinnacle Studio, OneNote sketching and collaborative whiteboard.

Web Development: HTML5, CSS, JavaScript, Responsive/Adaptive Design, Architectural
Frameworks (CSS Grid, Bootstrap, Semantic UI, etc.), Dreamweaver, Brackets.

Relevant Experience, 2010 – 2017

- General Assembly UXD Certificate: Refreshed knowledge of current UX industry
processes and latest design trends. Conducted research, designed, tested, iterated and
built a mobile app from ideation to interactive prototype in 10 weeks.
- Cape Ann Shakespeare Troupe: Coached board of directors to focus on the end-to-end
CX to increase customer satisfaction. Developed role-based process workflows to make
it easier to attract, retain, and motivate volunteers.

UX Designer / Project Manager, Cisco Systems, 2000 – 2009

INTERVIEWS & RESEARCH

- Conducted interviews and contextual inquiries. Synthesized results, documented and
presented findings to teams and stakeholders resulting in improved team dynamics,
awareness of the value of UX, and approval of project funding.
- Identified business goals and user goals by performing heuristic reviews and competitor
reviews for dozens of web sites, apps and courseware.

DESIGN

- Actively listened to client goals and conducted research. Created sketches, user-flow
diagrams, wire-frames, and prototypes, resulting in improved design through iterations.
- Designed and developed numerous web sites, apps and portals including Cisco's award-
winning "E-Learning Toolkit", which surpassed goals and delighted executives by
achieving rapid adoption of e-learning creation throughout the company.

INFORMATION ARCHITECTURE & COMPANY CULTURE

- Designed and moderated card-sorts with managers, subject matter experts, and end-users. Evaluated data from multiple sources to validate hypotheses. Shared findings, addressed concerns, built consensus, and received enthusiastic executive buy-in.

BUSINESS ACUMEN

- Accelerated completion of complex web-app migration by 60%, saving Cisco $3M, while increasing the Truly Loyal audience to over 70%. Resulted in next-gen LMS that delivers training based on specific user traits and preferences.
- Influenced vendor product roadmaps and scaling of third-party applications. Resulted in a 75% reduction of operating expenses (OPEX), saving over $2M annually.
- Globalized Cisco Partner E-Learning Connection from English-only to availability in 22 languages, enabling 68% of non-US based partners to choose a non-English language. Increased revenue by enabling over 13,000 organizations in more than 160 countries.
- Led both tactical and strategic discussions, demonstrated the value of a user-centered task-based approach, and recommended courses of action resulting in an evolution of design to meet the needs of users and drive adoption of processes and best practices.

Education

BA Communications, University of the Pacific