

# Portfolio

## Phillip Everson

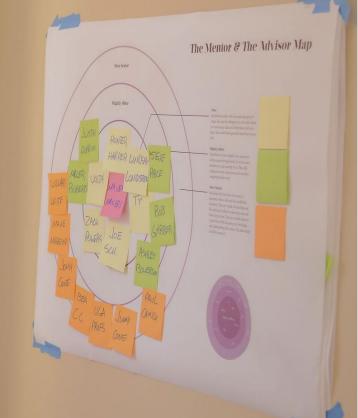


# Contact Information

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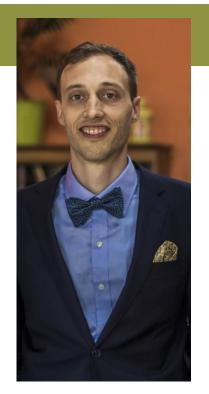


#### Table of Contents



# About Me





#### Phillip Everson

Education

I am a business, design, and UX professional specializing in research, strategy, and innovation with leadership and mentorship experience.

I apply the design process to business and innovation to produce value.

I have a background in technology, entrepreneurship, and management.

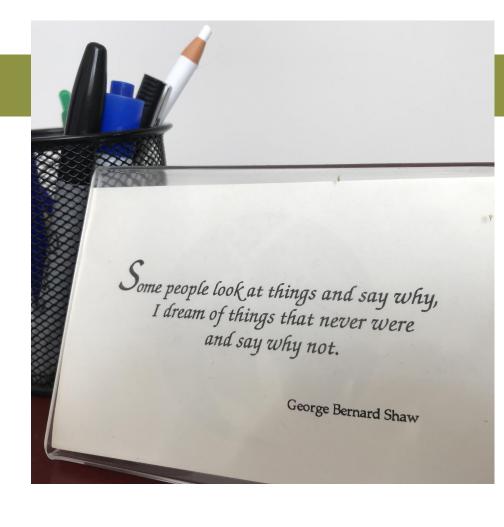
SCAD The University for Creative Careers Master of Art in Design Management Bachelor of Science in Business Administration and Management

#### My Value

I strive every day to align the front stage (what the customer sees) and backstage (the support processes) to deliver the optimal customer experience—constantly balancing customer needs and business objectives.

Using human-centered approaches, I provide actionable insights to plan, build, or improve your idea, product, or business.

I ensure your product, service, or experience is something that is desirable, viable, and feasible.



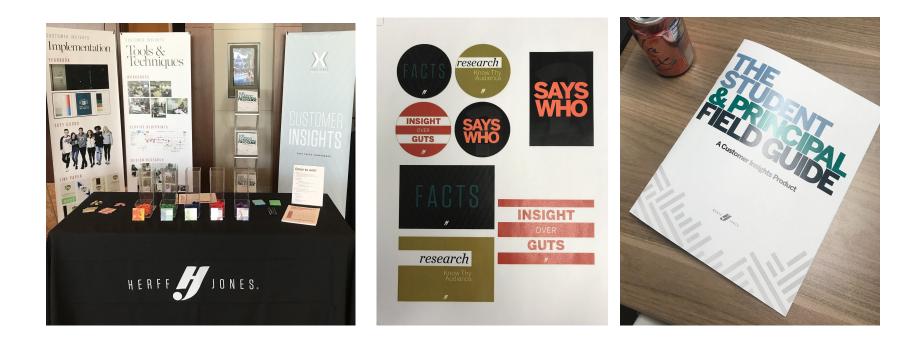
#### Leader and Mentor

- Capacity Planning
- Team Building
- Project Roadmapping

- UX/Design Evangelism
- Talks and Presentations
- Project Management

				UX Road	map													
		Request Type										Capad	city					
Name	Description		Current UX Status	Strategic Pillar	Requester / Sp	Type (Sprint, Project or Pro	September 🖤	October V	November *	December V	Jacuary V			April 🗸	May 👻	Juna 👻	July 🔻	August
Project Quartz - Phase 1	Working to improve the scholastic ecommerce, mobile responsiveness, and class ring configurator.	General UX improvements to H5.H3.com. Reducing clicks to access ring configurator. Improving prideside search/select UX.	Ongoing	Operational Excellence	Jeff Shafer	Project	105	100	20%	<b>0%</b>	0%	0%	0%	0%	0%	0%	0%	0%
Project Quartz - Phase 2	Working to improve the scholastic ecommerce, mobile responsiveness, and class ring configurator.	General UX improvements to HS-HJ.com. Add class neoklaces to current UI. Design neoklace configurator based on current design.	Ongoing	Growth	Jeff Shafer	Project	10%	1071	100	07%	0%	0%	0%	0%	oni	0%	8	075
Diploma Ordering	Improve process to order diplomas	Map current Diploma Order Form. Align with current stakeholders. Create mock up to improve current form UX. Generate recommendations for a new Diploma Ordening Process.	Ongoing	Operational Excellence	Kyle Brown	Project	201	2004	0%	0%		0%	0%	50%	50%	2016		0%
	Create a virtual grad fair experience	Map the current grad fair experience. Identify critical user needs. Create mockups. Identify and evaluate potential solutions. Provide feedback and recommendations. Support development.	Ongoing	Innovation	Brian Fleming	Program		0%	~			105	105	0%		0%		
Yearbook Connect		Design usability testing plan. Create participant homework and testing script. Conduct user testing, identify issues and painpoints in critical flows for SP, Advisers, Parents, and Students.	Ongoing	Growth	Balai Vshnu	Program	80%	200	200	30%	0%	0%	0%	0%	30%	30%	10%	0%
SmartShare	Create a easy to use OR code manager	Support continued development. Plan for continued user centered improvements. Conduct user testing. Report findings and recommend ongoing changes.	Ongoing	Innovation	Jeff Shafer	Program	10%	10%	30%	300	0%	0%	0%	80%	40%	10%	10%	0%
USNA	Create a website to sell commemoritive products created from the recovered copper from the USNA Chapel Dome.	Support ongoing product and website development.	Ongoing	Growth	Jeff Shafer	Program	0%		-				<b>0%</b>	0%	0%	776		076
College Rings	Improve College Ring ordering expereince	TBD	Uptoming	Growth	Jeff Shafer	Program	0%	50%	10%	20%	10%	0%	0%	0%	0%	0%	0%	0%
College Commencement App		780	Uccoming	Operational Decellence	Michael Quesada	-	0%	1000	-	-				land the		10000		~
Yearbook Order Center	Update the Yearbook Ordering website	Conduct a usability test on prototype. Improve YDC experience.	Upcoming	Operational Excellence	And the opposited		0%	100	50%		105	1175	0%	0%	0%	0%	0%	0%
Project Quartz - Phase 3	TRD		Upcoming	Innovation	Andrew Checkett	s Program	0%	80%	87%	80%	80%	80%	50%	50%	50%	50%	50%	50%
Scholastic Frames	Create a quick order scholastic frames email campaign	Design and launch email campaign for 2020 scholastic graduates.	z Complete	Innovation			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		0%
College Bookstores	UX Audit	Conduct an audit of college bookstore products and UX.	z_Complete	Growth			0%	076	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Create comprehensive scholastic training platform.	Project Manage and support development and launch,	z_Complete	Operational Excellence	-		0%		0%	ON		0%	0%			0%		ox.
HJ Sales App	Create an app that gives sales partners access to customer accounts.	Conduct UX Audit and report findings.	z_Complete	Operational Excellence			0%	0%	0%	OK.	0%	0%	ox	0%	0%	016	0%	0%
Jostens and Balfour	Competitive UX Research	Review competitors website and expereince. Report findings and recommendations.	z_Complete	Operational Excellence			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
							September	October	November	December	January	Febuary	March	April	Max	June	July	August
						Totals	170%	280%	250%	180%	110%	110%	60%	210%	180%	140%	80%	50%

#### Research and UX Evangelist



#### I Believe

...that no two businesses are created equal or have the exact same needs.

...that you should always be learning.

...that design should be simple, effective, and beautiful.

...that you can't business model your way out of a bad service.

...in communication, communication, and communication.

...that technology should bend to good design.

...that you should never sacrifice at the expense of your customer.

## **Methods and Approaches**



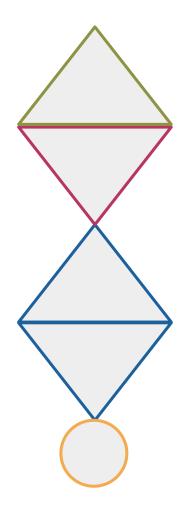
Design Thinking	a human-centered approach to solve complex problems
Lean Innovation	a strategic approach to innovation
Jobs to Be Done	a rigorous method to identify user needs

#### Service Design

a holistic, systemic approach to creating experiences







**1.Discover** 

2.Define

**3.Design** 

**4.Implementation** 

#### **Discover**

The Discover phase uses a mixed-method research approach—utilizing both qualitative and quantitative data to inform and generate insights.

I use qualitative methods like Contextual Inquiry, Co-creation, and JTBD to gain a deep understanding of the needs of your customers and stakeholders. This enables me to derive meaningful insights based on real-life situations.



## **Types of Research**

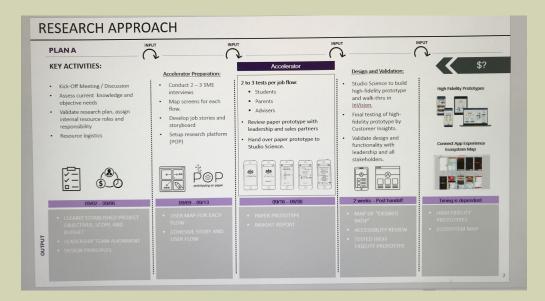
- Market Research
- Contextual Research
- Trend and Futures
- Competitor Research



USAGE METRICS: MOBILE DATA BASED ON ANDROID DEVICES

qualtrics.<sup>xm</sup>

## **Research Planning**

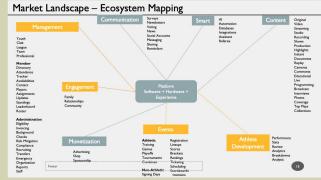


- Research Plans
- Recruiting
- Screening
- Tool Selection

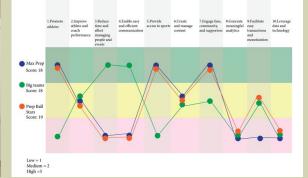
#### Market and Competitor Research

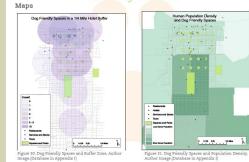




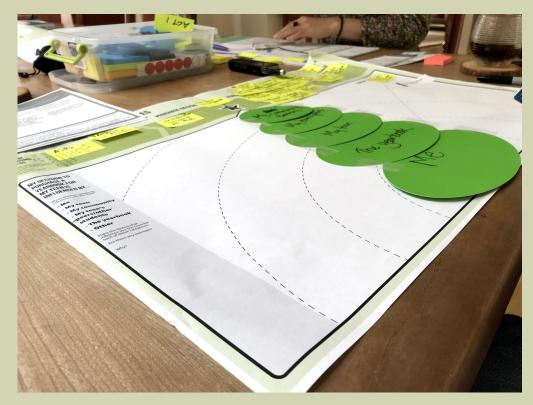


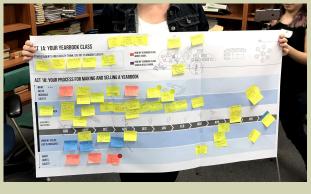


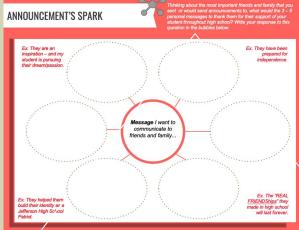




## **Contextual Inquiry**









#### **Analysis and Synthesis**





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(a) Deg (a) (b) (are obtained; Find a Pupper-dents a portion of purphose sales to a charity or case. - in 32 profit subsidy read or year. S there they can , wand this tell specificial?

#### 1.4 Z.1 3.10

 Student Name Verification Tool - Use technology to ensure every name is a wred correctly and it's linked to a database to track students to ensure all into is correct. The information arts sent to the parent and the student to be verified.

Rock Interaction Piezes - originari pull out, flip book, fillable page, more than just lightation and -for example origineri owners students could par 4 the common area in commemoration of someone or assessible, A flip book with or edges so when you fain the pages from front to lack it (by)s all the enteration.

Response book - high end upgrades, better mater as and other addans gold, Room, butter, etc. \* Not tacky

Non-traditional Storim - to spark innerv - like forely oriented storim, students intense passes, parties about leaders of the sthat to a lot outside of shoul. For example Are intenence's parent to success, sor - shifting that not people waith's fixene. Social son parent path, and why somesize - widd wait go that path, especially those with "depend when "the "to "spark".

More "mature" centeret of book - Focus on the future, not reflecting on the part.
YG to GO
THIS yEAr
ACO/mental healthy spread with last of resources.

 "Class Year" ser on - highlights sections in the yearbook – e.g freshman class carated by members of y war class. Advice, what to expect, etc

arcer to the book - Reart, one biosistice certain aspects of the yearbook - unit

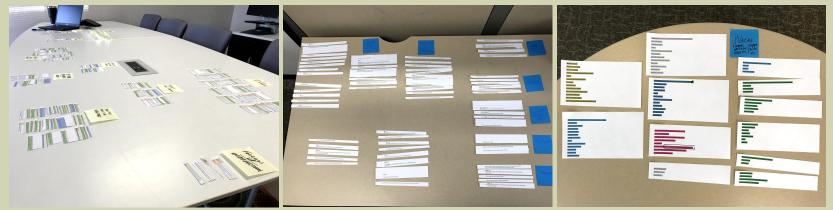
with boling stories, personal, local, community-based stories

perspective on offerent events like howecoming. Same overt from multiple of

Subard Created Context – Instructive book, guides and quizzes for the student book
Subard Manhoek – a version of the yearbook as a small insert sent directly to parents –
highlight their sen or daugtoer.

14. Student Grawth section - Develop the yearbook in a way that shows student grawth over a period of time - show student pic over years with that highlights USA Spectracy by

#### Affinitization



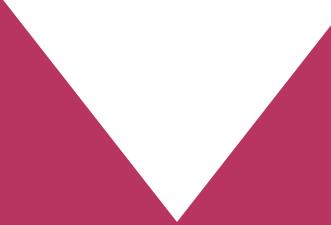


#### Define

During the Define phase, I synthesize the research from the Discover phase to uncover meaningful insights about your business.

Insights are used to develop frameworks and generate ideas that are rooted in real customer behaviors and business goals—meaning, the insights are actionable and can be really implemented!





#### **Archetypes and Personas**



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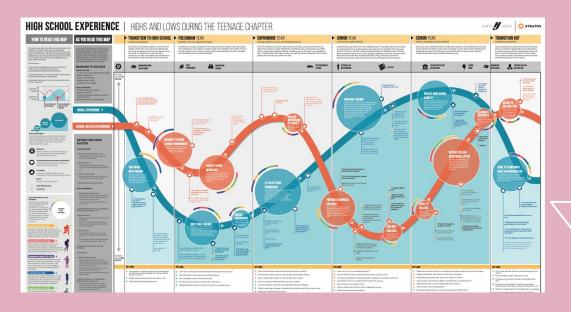
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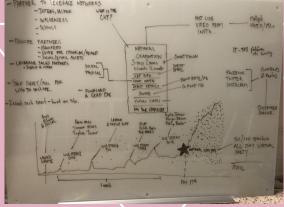
#### BLUEPRINT FOLLOWER



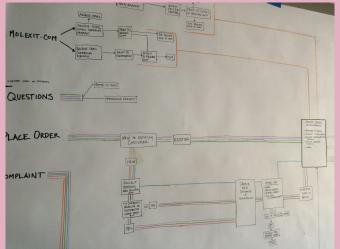
#### **Journey and Experience Maps**



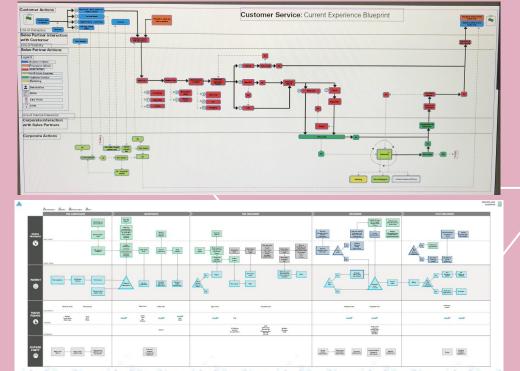




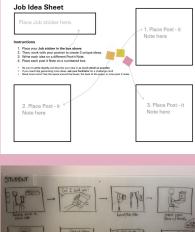
#### **Service Blueprints**



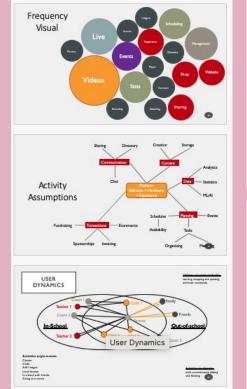


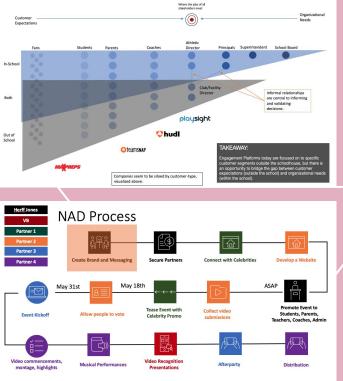


#### **Storyboards and Frameworks**









#### Design



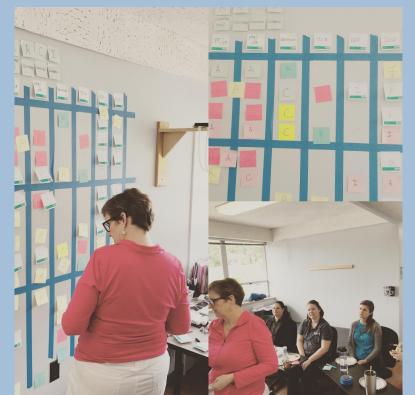
Using the insights gleaned from the Define phase, ideas are generated during the Design phase to bring those insights to life and to ensure that concepts stay rooted in learnings.

You may be asking yourself, "What exactly is it that you're designing?" Design outputs are highly dependent upon the insights I uncover.





#### Workshop Design and Facilitation



- Small and Large Groups
- In-person and Remote





#### Workshop Design and Facilitation



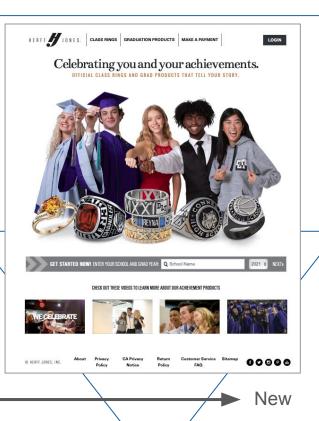




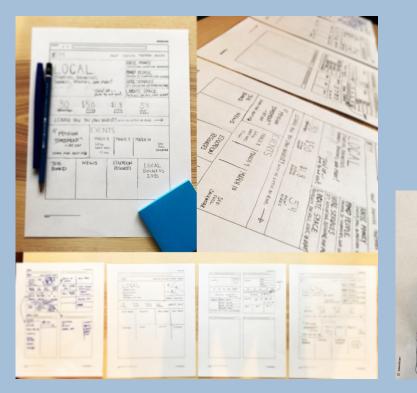
## Wireframes

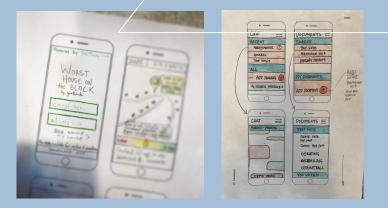
• Low, medium, and high fidelity prototyping

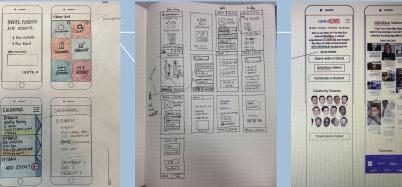
*in vision* Figma balsamiq<sup>•</sup> prototyping on paper Home Page H 1.1.F.1 CLASS RINGS GRADUATION PRODUCTS MANE & PRIMENT LOGIN Remove (M1) Add New Hero image and copy. (M2) Require School and Year OOS Phase 2: entry up front... (M3) Consider adding jewelry or Selecting Class Rings WHAT RING necklace to class goes to Class Rings Page rings navigation. STYLE ARE YOU? (M4) ARE YOU? Link to "input Remove (M1) school" page Video Updates (M5) Remove (M1) Footer Changes (M6) Old



#### Wireframes

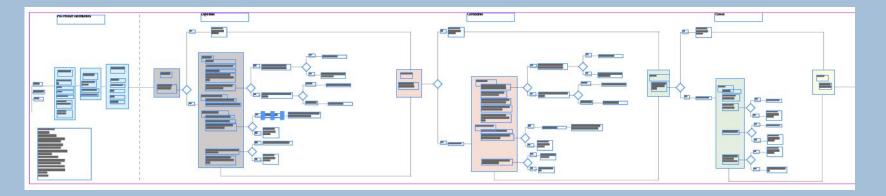


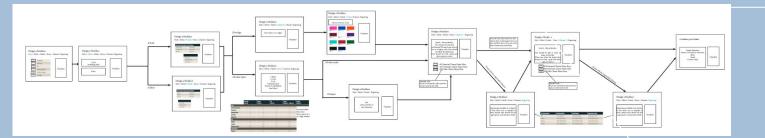






### Mockups





#### Pitch Competitions, Design Sprints & Hackathons



## **Usability Testing**

- Task-based
- In-person and Remote
- Moderate and Unmoderated
- From Planning and Recruitment to Execution and Reporting







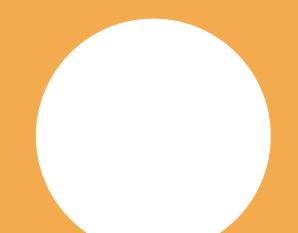


#### Implementation

Once we've collaboratively chosen a design and direction, I help you bring your new offering to market through the Implementation phase.

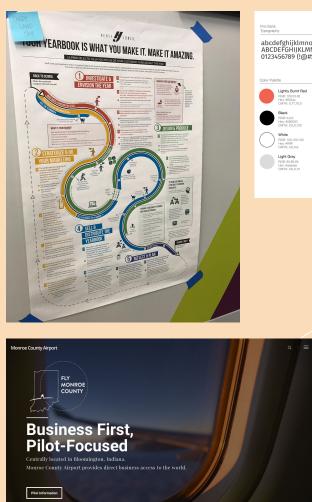
Through planning and design management, I maintain control over the entire process to ensure the quality of your offering.





#### **Deliverables**

- New Products, Services, Experiences, and Businesses
- Service Blueprints
- Product Roadmap
- Journey Map
- Personas and Archetypes
- Experience, Systems, Ecosystem, Relationship, and Process Maps
- Wireframes, Mockups, and Prototypes
- Research Reports
- UX and Usability Audits
- Jobs To Be Done Analysis



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	<b>\$2,539</b> pledged	of \$4,500	<b>39</b> backers	<b>28</b> days to go					
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Georgia in new perspectives!

Activity

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#### Outcomes

- Happier, more loyal customers
- Better decisions
- Increased revenue
- More efficient operations
- Fewer mistakes and rework



Visit my website for more information, case studies, synthesis examples, downloadable frameworks, and more.

# Thank down

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