

Phillip Everson

731-803-0591

phillip@everson16.com

everson16.com

About

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.

Education

Savannah College of Art and Design

Masters of Art (M.A) in Design Management

Union University

Bachelors of Science in Business Management and Administration

University of Kentucky

Art History (Transfer)

United States Air Force Academy

Engineering (Transfer)

Experience

Lead Design Researcher

Herff Jones

2019 - Present

- Lead enterprise UX strategy including wireframe development, prototype iteration, scope of work documentation and testing.
- Act as the organization's primary UX subject matter expert.
- Frame business problems and organizational needs into research questions.

- Identify appropriate tools and develop research plans using mixed methods approaches.
- Develop recruit protocol, manage recruitment, and screen recruits for testing.
- Design studies, workshops, surveys, and other frameworks to support research.
- Conduct research: In-person and remote, moderated and unmoderated, workshops, surveys, and more.
- Identify user needs, motivations, pain points, goals and decision drivers.
- Affinitize and synthesize data to map systems and identify patterns.
- Evaluate and analyze competitors, trends, and opportunities.
- Create and present insight and recommendation reports for all user types; employees, leaders, B2B and B2C.
- Conduct UX audits on current and proposed software solutions.
- Conduct task-based usability testing on software products.
- Collaborate and align shareholders and customers in a complex environment.
- Project management, capacity planning, and roadmap development for multiple projects across the enterprise.
- Create service blueprints and journey maps.
- Developed archetypes and designed collateral to propagate and promote a user-centered approach.
- Work directly with organizational leaders to make decisions using customer data.
- Conducted pitch competitions, design sprints, and hackathons.
- Promoted and educated the organization on Jobs to Be Done, Design Thinking, UX, and Lean Innovation.

User Experience (UX) Researcher

Humana, Inc

2018 - 2018

- Planned and conducted, moderated and unmoderated, in-person and remote, task-based usability tests for mobile and desktop websites and apps.
- Collected, organized, affinitized, and analyzed data.
- Created and presented user experience reports for leadership, design, and development teams.
- Worked closely with designers and strategists to inform design modifications and future opportunities.
- Collaborated with researchers in multiple business units while managing all research in the Pharmacy unit.

Design Manager

Edema Partners Lymphedema Clinic

2015 - 2020

- Conducted design thinking and business development workshops.
- Responsible for a 3 person design team and multiple contractors.
- Co-created service blueprint with business stakeholders.
- Implemented and maintained multiple physical and digital experiences.

- Created a business plan, instrumental in securing line of credit.
- Achieved profitability within the first year.

Business Designer

Fast Bandages

2017 - 2018

- Guided entrepreneurs in service and business model design.
- Designed and developed service blueprint.
- Implemented a MLP - in the form of a website - to test a business design.
- Iterated with stakeholders to improve user experience.

Business Designer

Black Box Recovery

2016 - 2019

- Conducted business planning and market research.
- Managed physical and digital asset design and development.
- Consulted with entrepreneurs for ongoing service development and strategic decisions.

Digital Strategist and Project Manager

Monroe County, Indiana Airport

2017 - 2018

- Designed and executed a market landscape and user research plan.
- Identified needs and capabilities for a new digital experience.
- Designed, tested, and implemented a stand-alone website.

Sales Manager and Web Lead

Kentucky Tank, Inc.

2015 - 2016

- Co-created new roto-molded plastic products.
- Led new product development and innovation.
- Developed a new sales tracking method with the sales team.
- Managed the design and development of the company's first digital platform.
- Co-designed trade show booth.

Branding and Marketing Lead

Molexit

2015 - 2016

- Developed brand identity.
- Implemented company-wide rebranding.
- Responsible for new website development, direct marketing, social and promotional strategies.

User Experience (UX) Consultant

DonorCentric

2015 - 2015

- Evaluated current competition and identified current journey pain points.
- Conducted interviews with major stakeholders.
- Identified insights and recommended changes to the digital strategy.
- Designed and tested a digital progressive disclosure process for donor data collection.

Design and Business Strategist

Volta Collaborative

2013 - 2015

- Developed social innovation concepts.
- Worked with local movements and organizations to test concepts.
- Evaluated and analyzed the JOBS Act and developed insights into better economic planning.
- Conducted Design Thinking and Design Strategy workshops.

Speaking, Presentations, and Collaborations

Subject Matter Expert and Speaker

Day of Innovation

2019

- Co-created and conducted a workshop as part of a bigger event.
- Highlighted business value of Design Thinking and Jobs To Be Done.

Subject Matter Expert and Speaker

Cook Entrepreneurship Pitch Competition

2017

- Designed and conducted a business development workshop.
- Mentored pitch applicants over the course of a month prior to the competition.
- Instrumental in helping one participant obtain a microloan.

Subject Matter Expert and Facilitator

Jumpstart JETPACK

2015

- Collaborated as an SME to create a human-centered toolkit for entrepreneurs and organizations.
- Worked with developers to test and iterate program tools.
- Facilitated workshops with local businesses and organizations to promote.

Subject Matter Expert

Louisville Maker's Faire

2017

- Provided solutions and workarounds for unique issues.
- Identified opportunities and out-of-the-box ideas.

Subject Matter Expert, Speaker, and Workshop Facilitator

SCAD Summer Kids Program

2015

- Led four high school aged groups through workshops.
- Resulted in four, well-thought-out business ideas with group buy-in.

Outcomes

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

Deliverables

- New products, services, experiences, and businesses
- Service Blueprints
- Product Roadmaps
- Archetypes and Personas
- Experience, Systems, Ecosystem, Relationship, Process, and Journey Maps
- Wireframes, Mockups, and Prototypes (physical and digital)
- Research Reports (usability, market, competitor, trend etc.)
- UX Audits
- Usability Reports
- Jobs To Be Done Analysis

Processes, Approaches, and Methods

- Design Thinking
- Lean Innovation
- Contextual Research and Inquiry
- Jobs To Be Done
- Design Sprints
- Pitch Competitions and Hackathons