



Richard Alvarez

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I love connecting with people, uncovering issues, and contributing to a team to deliver solutions. I strive to build a culture of user-centered product development through research, testing and validation.

SKILLS

UX: Design Thinking, lean, dual-track, and sprint 0 UX/Agile integration, creating UX road maps and engagement models, UX research and design, usability testing and analysis, workshop facilitation

Leadership: Practice Leader with global direct reports; Client relationships, proposal and SoW creation; Thought leadership via publications and speaking engagements, presentations, strategy

Tools: Abode CS, Figma, Sketch, Miro/Mural, Lucidchart, Trello, MS Office, HTML, CSS, JS/JQuery, WP

Languages: English, Spanish, Portuguese

RECENT PUBLICATIONS

- [Three Design Sprints Benefits](#)
- [Demonstrating a Dollar Value of UX: An ROI Case Study](#)
- [Applying Lean UX Principles](#)
- [The UX of Unified Commerce](#)
- [User Research and Design for Voice Applications](#)
- [Implementing Lean UX](#)
- [How to Battle Silos and Improve Customer Experience as a UX Team of One](#)
- [Emerging Technologies and User Experience](#)
- [The Relationship Between User Experience and Branding](#)
- [Generator/Flash Web Development](#)

PROFESSIONAL EXPERIENCE

User Experience Service Line Director, Apexon, Chicago, IL • Jan 2017 – Current

- Spearheaded the creation of our UX practice from initial idea to to managing an P&L and collaborating with over 30 global UX researcher and designers in U.S., India, and Ireland;
- 5M+ annual revenue in under four years
- Created UX practice playbook and project engagement models
- Collaborated with leadership, sales, and marketing teams to promote UX initiatives
- Manage cross-functional teams to insure project delivery and success to fortune 500 clients, mid-tier enterprises, and startups
- Build and maintain client relationships, budgets, forecasts, and staffing;
- Employee growth (IDP) and engagement / reviews and performance evaluations; Team engagement and culture/community build; Conflict resolution and project support for team members and projects; Setting our UX Service Line vision
- Advocate and educate on design thinking across all practices;
- Planned and facilitated discovery workshops and analysis for clients and internal teams



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Lead UX Developer, Saggezza, Chicago, IL • Mar 2015 -Dec 2016

- Developed UI design system, tools, and documentation to enabled streamlined processes;
- Implemented design sprints, rapid prototyping, and improved designer/developer handoffs;
- Introduced Lean UX methods and practices

Lecturer, Medill Graduate School of Journalism, Northwestern University Evanston, IL • JAN 2000 – Dec 2016

- Developed graduate courses in New Media and Online Journalism
- Introduced methods for multimedia and non-linear visual storytelling
- Collaborated with students and other Medill faculty on research and capstone projects
- Won \$10k AT&T grant for developing multimedia tools for Journalism students

Principle, CafeXplorer.com, Chicago, IL • Feb 2014 – Mar 2016

- Designed a suite of tools and services for developing, marketing, and hosting live-streamed events with scheduling, communication, E-commerce, and CRM tools
- Partnered with the Kohls Children's Museum in Glenview, IL to pilot virtual tours, classes, and events

UX Director, MethodEngine.com, Chicago, IL • May 2005 -Mar 2015 Agency of record for Thermos.com and the Lincoln Center 50th Anniversary

Principle, SurpriseMedia.com, Chicago, IL • Sep 2000 – May 2005

Co-creator of agency focused on dynamic Adobe Flash Design for clients such as Univision, Intel, Sports Illustrated, and Volkswagen

Senior Interactive Developer, Briatannica.com, Chicago, IL • Apr 1999 – Sep 2000

Created a workflow process for developing interactive features that allowed editorial, design, and development collaboration in real-time; Produced award-winning projects, including "The Books of Hope", a Yahoo Site of the Year Selection, Macromedia Site of the Day Selection, and Print Magazine Best of 2001 Selection.

EDUCATION

B.A. English, 1991, DePaul University

IBM [Enterprise Design Thinking Certification](#) (Practitioner and Co-Creator)

Google [UX Design Professional Certification](#): Completed seven UX Design and research courses