



Richard Alvarez

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www.riquis.com • linkedin.com/in/riquis • riquis.medium.com

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: Adobe 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, Apelon, Chicago, IL • Jan 2017 – Current

- Spearheaded the creation of our UX practice from initial idea 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, Britannica.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