

# TOBI JO LEBRON

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## GROUP UX DIRECTOR

### ABOUT ME

UX leader with 15+ years of experience listening to users, telling their stories, and creating compelling experiences that add value to their lives.

Organizing chaos. Directing the ship. Clients come to me to solve particularly complex problems. I am known for asking the right questions, following the right clues, and building consensus around a well-researched product vision.

### PROFESSIONAL EXPERIENCE

#### Group UX Director // AKQA

*Jun. 2018–Present*

**Lead overall strategy, vision, process and execution for 50+ person team** on 11 tracks of omnichannel service design for telecommunications giant.

Keep the business focused on the user, her pain points and how our work can make her life better. Create product roadmaps validated with KPIs for user and business needs.

Acting Head of User Experience for the New York office.

#### UX Director (Contract) // SapientRazorfish

*Sept. 2017–Jun. 2018*

Co-directed \$6 million dollar account, user experience deliverables, and client engagement for responsive redesign of big-box retail website.

Directed and oversaw the work of a 10+ person creative team. Coordinated the activities and **design operations of cross-functional teams using InVision and Brand.AI to facilitate hand-off of 12+ work streams.**

Directed user experience strategies and high quality deliverables under aggressive timelines.

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Sea Cliff, New York

### SKILLS

Design Strategy

Remote Team Leadership

Design Operations  
processes, workflows,  
collaboration, design systems

User Research  
guerrilla, traditional,  
usability, ethnography

Storytelling  
pitches, presentations,  
public speaking, happy hour

Multi-Channel  
voice, in-store,  
mobile, social media

Lean & Agile

Responsive Web

Native Apps

Content Strategy

Internationalization

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## PROFESSIONAL EXPERIENCE, CONTINUED

### Principal UX Director // Tobi Jo Creative

*Sept. 2014–Sept. 2017*

**Partnered with clients to launch, test and iterate products over several years.**

Pitched and won \$700k in contracts. Managed up to 11 remote subcontractors on 3+ simultaneous tracks. Provided guidance to 50+ person project teams.

Redesigned and launched six responsive publishing platforms. Reorganized and structured 300-2000+ pieces of content per project. Hands-on research, strategy, and design.

Clients include New York State, NYSERDA, Edible Communities, The Jewish Agency for Israel, Johnson & Johnson.

### Associate UX Director // Huge

*Aug. 2010–Aug. 2014*

Promoted from UX Lead to Associate Director in 2012. Hired from a contract position to UX Lead in 2010. Dates include contract and full-time tenure.

Created multi-channel vision prototypes, detailed design, and style libraries for AARP Travel, Target, iHeartMedia, American Express, New York City, Capital One, and several high-profile pitches.

**Mentored and managed four direct reports. UX School Director.**

## AWARDS & HONORS

### CODiE Award

2014 // Startup.NYC

Collaboration with Gust

### Webby Award

2009 // CookingLight.com

### MIN Award

2009 // SouthernLiving.com

### Mensa Qualifier

1999 // Sydney, Australia

## EDUCATION

NYU

UNC Asheville



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## PROFESSIONAL EXPERIENCE, CONTINUED

### UX Lead // Time Inc.

*Apr. 2005–Oct. 2007, Jun. 2009–Jun. 2010*

Promoted from Senior UX Designer to UX Lead in 2009.

Redesigned and launched EW.com, MyRecipes.com, CookingLight.com, SouthernLiving.com, Sunset.com, and CoastalLiving.com.

**Thought leader and public speaker on structured content, faceted search, and design pattern libraries. Documented and maintained the Time Inc. Design Library.**

### Senior Information Architect // Razorfish

*Oct. 2007–Jun. 2009*

Led, researched, and designed client side financial services. Clients included Prudential Financial, T. Rowe Price, and Merrill Lynch.

### User Interface Designer (Freelance) // Frog Design

*Jan. 2004–Mar. 2005*

Planned, designed, and illustrated Hewlett Packard user interface icons and software drivers. **Documented and maintained Hewlett Packard Design Library.**

### Senior Web Designer // iVillage

*Dec. 1999–Oct. 2002*

