LEON BARNARD

Senior User Experience Designer

linkedin.com/in/leonbarnard/ | leonbarnard@gmail.com | Fullerton, CA | 510-847-1166

PROFESSIONAL SUMMARY

Experienced, versatile UX Designer with a Master's degree in Human-Computer Interaction. Proven success working cross-functionally with engineers, product managers, and researchers to deeply understand user needs and deliver goal-oriented solutions. Co-author of *Wireframing for Everyone*, published by A Book Apart.

Strengths: UX/UI Design Leadership • Product Strategy & Vision • User-Centered Design • Agile/Lean UX • Cross-Functional Collaboration • Content Strategy & Creation • Mentorship & Team Management

EXPERIENCE

Manager of UX Content and Marketing | Jan 2022 – Mar 2024
Balsamiq | Fullerton, CA (Remote)

- Oversaw the strategy and production of educational and inbound digital marketing content about user experience and user interface best practices.
- Broadened brand awareness by acquiring interviews with leading UX and business podcasts, such as Nielsen Norman Group, Product Thinking with Melissa Perri, and Startups for the Rest of Us.
- Co-authored and served as lead editor for the book *Wireframing for Everyone*, published by A Book Apart, which was Amazon's #1 new release in both User Experience and Web Design categories.
- Managed and coached a team of 6 and hired a head of marketing.

UX Design Education Lead | Sep 2017 – Jan 2022
Balsamiq | Richmond, CA (Remote)

- Shaped the creation, design, and strategy of a branded content marketing site for UX education content.
- Grew and managed the site into a 100+ page subdomain, which involved recruiting and coordinating with external agencies to develop new articles, videos, and courses about wireframing and user experience.
- Helped maintain revenue and raise brand awareness during a year without product updates by publishing frequent and engaging UI/UX content across multiple channels.
- Attracted new customers by planning, researching, and developing targeted UX thought leadership articles, newsletters, talks and webinars.
- Boosted brand recognition by creating a Udemy course on digital user interface wireframing, which has had over 48,000 enrolled students.
- Hired and mentored 2 employees, and was promoted to manage the full Content Marketing group.

Technical Writer and UX Design Educator | Nov 2012 – Sep 2017
Balsamiq | Richmond, CA (Remote)

- Published written and video tutorials about user experience and user interface best practices for aspiring designers.

- Spearheaded the UI design of a modern digital content management site using Markdown and Git.

- Established more efficient processes to update documentation ahead of product releases, whereas docs had traditionally been multiple versions behind.

- Reduced support load by creating task-based guides and tutorials derived from support cases and user experience subject matter expertise.

User Experience Designer | Jul 2012 – Nov 2012
Toyota InfoTechnology Center | Mountain View, CA

- Directed the design of an innovative mobile driving app that used live traffic data to provide accurate arrival times and suggest better routes, pre-dating tools that do that today.

- Designed and evaluated embedded user interface prototypes for in-car experiences.

- Educated leadership on user-centered design methodologies, leading to the first project to begin with a formal discovery phase.

Senior User Experience Designer | Dec 2011 – Jul 2012
OptimisCorp | Los Angeles, CA

- Delivered intuitive, task-oriented wireframes and information architecture diagrams by doing user research involving interviews and contextual inquiry.

- Expedited a redesign of Administrator configuration screens by working hand-in-hand with developers using an Agile methodology.

- Sped up the development process and improved UI design by writing and contributing to HTML and CSS code and establishing a digital design system.

Lead User Experience Designer | Jun 2010 – Nov 2011
Pharmacy OneSource (acquired by Wolters Kluwer Health) | Madison, WI

- Translated technical requirements into wireframes and prototypes that achieved business and end user goals by working closely with product management.

- Bridged the gap between product management and developers by writing Agile user stories that clearly communicated expectations and specifications for new features.

- Raised customer satisfaction scores by understanding user needs and usability testing digital design concepts in close partnership with user research.

- Coached and mentored 2 UI/UX designers.

User Experience Designer | Aug 2008 – May 2010
Ataccama Software | Prague, Czechia

- Helped the company pivot from B2B to B2C by redesigning the flagship product to be configurable by

end users rather than technical consultants.

- Assisted marketing and sales teams by writing documentation and recording video tutorials to demonstrate the improved experience to potential customers.
- Developed wireframes, performed expert reviews, and conducted usability studies as a UX team of one in an Agile development environment.

UI/UX Designer | Sep 2004 – Jul 2008
Sun Microsystems (acquired by Oracle) | Monrovia, CA and Prague, Czechia

- Upgraded the experience of Java developer tools and web-based dashboards by building strong relationships with engineers and product managers to overcome institutional bias against designers.
- Improved UI design and reduced development time by coding CSS.
- Broadened product consistency and usability by introducing a user interface review process and overseeing its adoption.
- Promoted and assessed digital accessibility according to Section 508 guidelines.

EDUCATION AND CERTIFICATIONS

Master of Science in Industrial Engineering (Human-Integrated Systems area)
Georgia Institute of Technology

Bachelor of Science in Industrial Engineering (Human Factors concentration)
University of Wisconsin - Madison

Content Marketing certification
Hubspot Academy

Figma for UX Design
LinkedIn Learning

Build Front-End Web Apps from Scratch
Codecademy

SKILLS

UX and Content: User Experience (UX) Design • User Interface (UI) Design • Product Design • Information Architecture • Interaction Design • User Research • Usability Testing • Accessibility • Design Systems • Design Thinking • Content Strategy

Tools and Technology: Figma • Sketch • Miro • HTML • CSS • JavaScript • Git/GitHub • Markdown • CMSs (WordPress, static sites)