JOHN BOYKIN

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[www.wayfind.com](http://www.wayfind.com/research/) (portfolio)

<https://www.linkedin.com/in/boykinjohn> (LinkedIn profile)

**SUMMARY: UX strategist (research & design)**

**5 years** of experience as UX researcher, some while wearing only that hat, some while also wearing the hat of UX designer. Qualitative and quantitative.

**8+ years** of experience as UX designer (aka interaction designer). Articulate advocate of user-centered design and minimizing user effort.

Exceptional written and verbal communication skills. Sometimes staff, sometimes contractor. Employers and clients range from Fortune 500s to startups.

**POSITIONS**

Applegate LLC (my own consulting business): UX researcher and interaction designer, November 2009 to present; clients include Macy’s & Bloomingdale’s, Walmart & Sam’s Club, Federal Reserve Bank of San Francisco, Artfact, Prosper Marketplace, Protection 1, Nuance, HP

Blue Shield of California: Senior interaction designer, April 2007 to October 2009 (first as contractor, then as staff)

Applegate LLC: UX researcher and interaction designer, May 2006 to April 2007; clients include Symantec, Xfire, Mamasource, Planet Metrics

Agency.com: Senior information architect, January 2005 to April 2006; projects for Visa International, HP, Select Quote Life Insurance, Kumho Tires, PayPal, Del Monte Foods

Krames: Staff writer for medical publisher, September 2003 to January 2005

Applegate LLC: Interaction designer, April 2002 to August 2003; clients include Janus Funds, PPI, Wadsworth Publishing

eFORCE: Senior interaction designer, September 2000 to December 2001; working mostly at Bank of America, one project for Mitsubishi Motors; hired by Bank of America as senior interaction designer to complete projects in works when eFORCE contract ran out, January 2002 to March 2002

Cooper: Researcher & design doc specialist, September 1999 to May 2000; projects for NBC, Logitech, 8X8

**SKILLS AND EXPERIENCE**

**UX RESEARCH**

Countless hours of research in person and remotely. Experienced in both qualitative and quantitative research.

* Have planned, arranged, conducted, analyzed, and synthesized results from in-person, remote, and unmoderated usability testing (including UserTesting.com); collaborated in developing prototypes for testing, used insights as basis for iterative design modifications; planned A/B tests; and done competitive analysis.
* Have planned, written, run, and analyzed surveys.
* Have conducted hundreds of interviews with client stakeholders, SMEs, customers/users, customer service reps, and others. Did ethnographic observations of and interviews with blind computer users. Have done spontaneous 5-minute guerrilla interviews and observations.
* Have analyzed data such as server log statistics to discern patterns, inspire insights, and inform design decisions.
* Have crystallized research findings by creating personas.
* For each of 14 health info booklets, distilled hundreds of pages of medical research and 10+ doctor interviews apiece into easy-to-read booklets for doctors to hand to their patients.
* Analyzed and distilled 10,000 pages of declassified government documents and 150 hours of interviews into an award-winning 512-page book.

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| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Interviewed users, others | Ethnographic observation | Ran usability tests | Created personas | Planned, wrote surveys | Competing site study | Analyzed server logs |
| Walmart | **●** |  |  |  |  | **●** | **●** |
| Blue Shield of California | **●** | **●** | **●** |  | **●** | **●** | **●** |
| Bank of America | **●** | **●** | **●** | **●** |  | **●** | **●** |
| Macy’s & Bloomingdale’s | **●** | **●** | **●** |  |  | **●** | **●** |
| Visa International | **●** |  |  |  |  |  |  |
| Federal Reserve | **●** | **●** | **●** |  | **●** |  | **●** |
| Del Monte | **●** |  |  | **●** |  | **●** |  |
| NBC | **●** | **●** |  | **●** |  |  |  |
| Logitech | **●** |  |  | **●** |  |  |  |
| Symantec |  |  |  |  |  | **●** | **●** |
| Artfact & AuctionZip | **●** |  | **●** |  |  | **●** | **●** |
| SSFCU (credit union) | **●** |  |  |  |  | **●** |  |
| GECU (credit union) |  |  | **●** |  |  |  |  |
| Nuance |  |  |  | **●** | **●** | **●** |  |
| SelectQuote | **●** | **●** | **●** | **●** | **●** | **●** | **●** |
| Kumho Tires |  |  | **●** | **●** |  |  |  |
| XFire | **●** |  | **●** |  |  |  |  |
| MamaSource |  |  | **●** |  |  |  |  |
| Advent Software | **●** |  |  | **●** |  |  |  |
| Prosper | **●** |  | **●** | **●** | **●** |  | **●** |
| Bold | **●** |  | **●** | **●** | **●** | **●** |  |

**INTERACTION DESIGN / UX DESIGN / INFORMATION ARCHITECTURE**

Instinct for minimizing users’ effort. Excel at taking a tangled mess and turning it into something coherent. Understand why people get confused and how to prevent confusion.

* Highly experienced in gathering business requirements, discerning user needs, organizing and streamlining material on both macro and micro scales, doing task analysis, and creating personas, site maps, scenarios, wireframes, process and logic flow diagrams, navigational maps, content matrices.
* Adept at heuristic analyses, user-centered design, mockups, ways to improve user experience.
* Speaker at Information Architecture Summit and frequent contributor to UX Magazine.
* Have done design for multiple Fortune 500 companies, small startups, and companies in between.
* Mobile has been an intrinsic part of the mix on many projects.
* Redesigned Federal Reserve Bank of San Francisco’s intranet for both desktop and mobile use.
* Designed AuctionZip’s mobile site ([see demo](http://wayfind.com/wp-content/uploads/2015/01/AZmobileVideo.mp4)).
* Audited Snapfish mobile app for HP and recommended ways to overhaul it.
* Knowledgeable about accessibility for visually impaired users.

**VISUAL COMMUNICATION**

Design clearest, simplest way to present information to both end-users and internal stakeholders.

* Designed elegant and innovative way of presenting physician quality score information for Blue Shield.
* Storyboarded and wrote comic book to prepare 4-year-old children for tonsil and adenoid surgery for Krames.
* Created comic book storyboard “Toy Story: The Prequel” to evangelize Walmart B2B portal project internally.
* Created comic storyboard to evangelize Federal Reserve Bank of San Francisco’s intranet redesign project.
* Condensed extensive research into a simple, dramatic graphic for Prosper showing drop-off in application process.
* Have created infographics for legal cases, designed logos, storyboarded animations, had many photos published.
* Created infographic to help Macy’s & Bloomingdale’s internal stakeholders make sense of a highly confusing aspect of their own credit card system.
* Taught information design at UC Berkeley Extension.

**WRITTEN COMMUNICATION**

Have written user research summaries, detailed web user experience design documentation, articles for UX Magazine, Bank of America’s style guide, white papers, video scripts, interactive text, tutorials, consumer instructions, medical booklets, 30 magazine articles, two books. Structured content-oriented sites for Visa, Blue Shield of California, Symantec, RedPrairie, SelectQuote, GECU credit union.

**ORAL COMMUNICATION**

Have made innumerable presentations to small groups of colleagues and clients, led meetings, taught at the university level and at professional conferences, been interviewed on radio and TV, spoken to groups from Information Architecture Summit to the Commonwealth Club.

**SOFTWARE PROFICIENCIES**

Windows, Illustrator, Photoshop, Visio, Axure, InDesign, MS Office

**WORK HABITS**

Well organized, conscientious self-starter able to juggle competing priorities to meet deadlines. Accustomed to working on very complex projects within business, time, and budget constraints. Work collaboratively on multidisciplinary teams. Accustomed to Agile. Leader with strong vision, able to keep a firm grip on the big picture. Tend to cut to the heart of issues. Articulate advocate for users’ needs and how satisfying them is an effective way to achieve business objectives. Detail oriented, but also know when a broad brush is more appropriate.

**CONTRACT CLIENTS**

(partial list, some through agencies)

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| Macy’s & Bloomingdale’s  Walmart & Sam’s Club  Blue Shield of California  Federal Reserve Bank of San Francisco  Symantec  Janus Funds  Prosper  Nuance  Artfact & AuctionZip  Security Service Federal Credit Union  SCAN Health Plan  Oce Business Services  RedPrairie  Planet Metrics | Kosmix  Xfire  Advent Software  Packard Foundation  Stanford Law School  MamaSource  Wadsworth Publishing  Brooks/Cole Publishing  Mindscape  Anderlini Finkelstein  Law Offices of Stephen Valdes  Professional Publications Inc.  Bold |

**EDUCATION**

California State University, Fresno, BA