

Derek Turner

UX + Visual Design + Creative Leadership



Overview

Multi-talented UX design, visual design, and creative management professional with over 15 years of interactive marketing, B2B and advertising industry experience — including 10+ years working with healthcare-focused organizations. Leadership initiatives have included the cultivation of ground-breaking non-personal/interactive promotion strategy; development of advanced sales team enhancement programs; design of user-centered interactive e-commerce, consumer, B2B, and CRM solutions; and managing teams of creative, production and development professionals.

Experience

Wolters Kluwer Health — Product Innovation, Senior UX Designer/Researcher (August 2019 - Present)

Supported the Clinical Evidence business unit's Innovation Lab in efforts to explore new and/or enhanced product concepts.

- Engaged in qualitative research tactics, including contextual interviews and surveys, to learn about customer's workflows, identify problems, and gather insights that supported hypothesis development and solution design.
- Compiled research into presentations and visual overviews, including data tables and journey/workflow maps.
- Managed quantitative research efforts, including the use of Optimizely and Unbounce platforms to perform concept testing among realtime site users.
- Design and wireframes and produced interactive prototypes to detail new product concepts for web services, web and mobile-based applications, EHR product add-ons, voice-enabled services, and smart device-enabled solutions.
- Supported the development of "pitch decks" used by product managers to exhibit and detail concepts to potential purchasers.

United Airlines — Senior UX Architect/Consultant (March 2019 - August 2019)

Senior-level user interface design and analysis consultant for major airline company.

- Worked closely with the airport operations solutions team to analyze existing operations software, identify inefficiencies and develop recommendations for a new, more intuitive consolidated management platform.
- Engaged in contextual interview activities to with airport and system operations users to learn about existing workflows and the unique challenges associated with various operations roles.
- Developed wireframes and interactive prototypes to acquire feedback on concepts and to support research efforts.
- Worked closely with researcher to acquire feedback through user testing sessions.

Brady Corporation — Creative Manager/Senior UX Architect (2014 - 2019)

Managed user experience (UX) design and site usability analysis for Brady WPS Group's direct-to-customer (B2B) e-commerce websites.

- Served as creative team lead for digital and traditional marketing tactics, including brand development and management.
- Conducted analysis of Brady and key competitor websites, utilizing UserTesting.com, ClickTale and Optimizely.
- Developed wireframes and generated adaptive prototypes to detail new site features, web applications and unique webpage templates.
- Helped digital marketing team reconsider web design from a mobile-first perspective.
- Lead a cross-functional team of copywriters and designers, delivering tactics as varied as e-commerce and email marketing solutions to brand identity and print-based sales support media (including catalogs, brochures, and convention booth assets).
- Developed and managed core brands' visual identity and messaging overhaul, including consultation with 3rd party creative agency.

Humana — UX Lead (2013 - 2014)

Served as senior level Interaction design and analysis consultant for industry-leading healthcare insurance company whose website, Humana.com, features an immense offering of research, guidance, and secure health data management tools.

- Collaborated with Business Analysts to define requirements for new or revised site tools and features.
- Provided UI analysis and design to facilitate new branding and design standards, as well as conversion to an adaptive web experience.
- Developed templates, instructing team members on use of Axure as standard application for interaction design and prototyping.
- Developed scripts and prototypes to facilitate user experience testing.

Education

- B.A., Advertising, Michigan State University
- M.S. Coursework, E-commerce Technology, DePaul University

Core Competencies

Creative Management
Visual Design
Brand Development
Business Analysis
User Flow Mapping
Wireframing

Prototyping
Adaptive Site Design
User Testing
A/B and MVA Testing
Front-End Programming
Juggling

Technical Skills

Photoshop
InDesign
Illustrator
XD
Axure
Sketch

UserTesting.com
Optimizely
Microsoft Office
HTML/CSS
Javascript/JQuery
Google Analytics

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Experience (continued)

Cars.com/Truven Health Analytics – UX Consultant (Chicago, IL 2012 - 2013)

Served as senior level user interface design and analysis consultant for clients Truven Health Analytics and Cars.com.

- Coordinated with Business Analysts and Product Managers to define requirements for new or revised Salesforce-based CRM tools and platform features.
- Working In an Agile environment, created Axure-based wireframes and interactive prototypes.
- Implemented product design enhancements within HTML and jQuery-based data visualization prototyping platform.
- Supported testing and implementation of new j-query based data visualization libraries.
- Provided user experience team members with process improvements and application training.

VP, Associate Creative Director - Ignite Health (2011- 2012)

Served as creative team leader for west coast-based pharma advertising agency, representing Interactive Agency of Record assignments.

- Oversaw design, content development and presentation of direct-to-consumer (DTC) and healthcare professional (HCP) facing websites, banner ads, email marketing campaigns, and mobile applications for both medical device and 'blue chip' pharma clients.
- Established use and development of information architecture artifacts in solution design process.
- Managed and mentored team of creative professionals including art directors and copywriters.
- Led brainstorming efforts for brand strategy tactical development and new business pitches.

VP, Associate Creative Director - CAHG (2007 - 2011)

Served as creative and production team lead for ad agency's interactive strategy business unit.

- Managed experience design, visual design, and presentation of cutting-edge tablet-based sales programs, as well as Direct-to-Consumer and Healthcare Provider websites.
- Managed and mentored team of UX, visual design and interactive development professionals.
- Partnered with digital strategists and account planners to manage concept and presentation development for new business pitches, as well as collaboration with network agencies in producing new product launch tactics for global clients.

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A/B and MVA Testing
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InDesign
Illustrator
XD
Axure
Sketch
UserTesting.com
Optimizely
Microsoft Office
HTML/CSS
Javascript/JQuery
Google Analytics