



Alan Herrick

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🔗 [Personal Website](#)

SKILLS

- Innovative Design Thinking
- Strategic Business Planning
- User Testing & Research
- Stakeholder Engagement
- Relationship & Team Building
- Career Growth & Development
- Cross-Functional Collaboration
- Experience-Based Design
- Agile Methodologies
- Resource Allocation
- Change Management
- Process Improvement Design
- Facilitation
- Accessibility Standards

PROFESSIONAL SUMMARY

Experienced in leading high-performing teams and executing strategic initiatives that drive organizational growth. Successfully directed cross-functional projects that resulted in significant process improvements and operational efficiencies. Demonstrated leadership and communication skills in fostering collaborative environments and delivering impactful results. Strong background in guiding and building teams, managing complex projects, and achieving strategic objectives. Known for collaborative approach and commitment to excellence.

WORK HISTORY

DIRECTOR, CUSTOMER EXPERIENCE

05/2024 to 09/2024

CLEAResult | Austin, TX

- Provided UX evaluations, oversight, input, and testing for Atlas marketing and sales product
- Implemented WCAG standards and best practices for all corporate applications
- Conducted accessibility testing and audits using various tools and methods
- Managed accessibility awareness and trained / mentored UX staff on web accessibility
- Equipped UX and engineering staff with proper tools and training plans for WCAG remediation
- Tested and developed reports and presentations around accessibility standards and remediation
- Worked with outside software vendors and service providers towards accessibility standards

DIRECTOR, EXPERIENCE DESIGN

02/2022 to 12/2023

Vertex Inc | King of Prussia, PA

- Developed high-performing team by providing mentorship, guidance, and opportunities for professional growth.
- Enhanced team collaboration through regular communication, goal setting, and performance evaluations.
- Defined job ladder, skill matrix, and associated learning pathways for staff development and career growth
- Matured user research by shaping product strategy with formative and foundational research fostering a user-centric culture (ie. evangelizing insights, cross-functional collaboration, engagement and activation strategies)
- Collaborated with business partners, architects, and developers to deliver portfolio of products across 4 value streams
- Developed UX process and strategy to align to agile methodologies
- Evangelized and coached around agile practices and the position of UX/UXR in an agile SAAS environment
- Developed training and certification plans for UX staff in WCAG accessibility standards
- Led cross functional organizations in design thinking processes and practices
- Partnered with stakeholders and leadership to identify and deliver high-impact insights within a fast-paced, matrixed organization

DIRECTOR, EXPERIENCE DESIGN

03/2016 to 12/2021

Travelers Insurance | Hartford, CT

- Built User Experience and Research team from the ground up - Hired, oriented, trained, and directed staff to achieve objectives
- Collaborated with business partners, developers, and leadership to deliver portfolio of 30+ products across 3 value streams
- Developed distinct UX process to align to corporate agile practices
- Improved training to reduce knowledge gaps and eliminate performance roadblocks
- Built out and presented training bootcamps for UX practitioners and Product Managers
- Created group and individualized mentorship program, and individualized learning pathways associated to roles
- Built out organizational accessibility playbook to address WCAG 2.0 AA standards
- Founded and Lead the Claim Accessibility Program Office
- Evolved the UX team's research capabilities and toolset and championed research
- Evangelized the value of user research, user-centered design, experienced-based design and delivering insights that drive business impact

SENIOR ECOMMERCE PRODUCT MANAGER

07/2011 to 10/2015

bebe | Brisbane, CA

- Recommended product changes to enhance customer interest and maximize sales
- Managed product and user testing processes
- Utilized SEO and brand image management to increase product exposure
- Gathered data and conducted product reviews and case studies to inform management and stakeholders
- Collaborated with customers, partners and internal teams to drive product vision and project prioritization
- Developed and managed product requirements by organizing documentation, and feature requests
- Conducted initial scoping to guide project planning and direction
- Supervised design, developer and data engineering resources to propel new product development projects
- Oversaw progress on product and project plans
- Management of external vendors and SLA agreements to ensure site excellence and world-class stability and availability

SR. WEB MANAGER

02/2009 to 04/2012

NComputing | Redwood Shores, CA

- Managed all UI design and development for existing web presence and marketing communications
- Scheduling, project management, reporting, testing, support
- Managed both local and overseas developers and contractors
- Content development, updates and web based development and I18N efforts (site translated into 4 languages - documentation available in as many as 10)
- Managed relationship with third party SEO firm as well as development and implementation of SEO strategies
- Web site usage statistics and reporting
- Managed and assisted in video editing, podcast editing, social media marketing, audio editing, email templates, newsletter templates

SR. DEVELOPMENT LEAD

08/2008 to 01/2009

ActiveVideo Networks | San Jose, CA

- Developed and evaluated solution options to build consensus and drive quality solutions.
- Served as singular lead developer for Home Shopping Network 'Shop By Remote' interactive television eCommerce application
- Technical lead for development of the Help and Feedback applications to be wired into all other applications developed
- Defined, developed and integrated dynamic web functionality tied to the

television experience

- Setting groundwork for documentation processes, workflow designs, development guidelines
- Defined the peer code review process
- Managed work with QA, technical support team, and engineering for development and deployment of applications

SENIOR MANAGER, WEB PRODUCTION

03/2006 to 08/2008

Stanford University | Stanford, CA

- Provided strong leadership to enhance team productivity and morale.
- Led cross-functional teams to achieve project milestones and deliver high-quality results.
- Established strong relationships with clients and stakeholders, ensuring long-term partnerships and repeat business.
- Improved team performance by providing comprehensive training and fostering a collaborative work environment.

SENIOR USER INTERFACE ENGINEER

03/2003 to 03/2006

Dorado Corporation | San Mateo, CA

- User Interface Design and Development for SaaS customizations of a loan origination and loan management application suite for leading lenders
- Consulted in UI design and architecture matters with partners and customers
- Responsible for wireframes, interface guidelines, workflows, use cases, prototypes, design and documentation
- XML, CSS, Flex 1.0, Javascript, HTML, DHTML and proprietary JS libraries and frameworks
- Implementation of all HMDA requirements for US Government compliance
- Delivery of test and build plans and documentation
- Managed QA testing documentation and process

SENIOR USER XPERIENCE ENGINEER

08/1999 to 10/2002

Blue Martini Software | San Mateo, CA

- SaaS, ECRM, eCommerce, analytics, UI design, development and project management
- Lead developer for all UI design, architecture and framework planning and implementation
- Project management and lead for UI and application development internally and with external clients
- Developed interaction models, use case scenarios, UI/UE documentation and guidelines for projects and company standards
- Accessibility and Section 508 compliance lead engineer
- Design of test plans and interface with QA engineers and technical writing staff

- Implementation of online help systems and close interaction with technical writers
- Project manager and lead engineer of developer tools for BMS API

DIRECTOR OF WEB APPLICATION DEVELOPMENT

07/1996 to 08/2002

Osborne McGraw Hill | Berkeley, CA

- Oversaw all aspects of Web site design and development, internet marketing plans, internet strategies
- Coordination of plans with marketing, editorial, and corporate IS
- Developed first eCommerce system for McGraw-Hill
- Translated concepts into user flows, wireframes, mockups and prototypes to promote positive intuitive designs, site interactions and user experiences
- Defined and conducted design processes at all stages, including research, conceptualization, testing and implementation

SENIOR WEB DEVELOPER

11/1997 to 11/1999

Oracle Corporation | Redwood Shores, CA

- Managed UX development team
- UX Development for B2B eCommerce application (Oracle Source)
- UX Development for business to consumer eCommerce application (Oracle Store)
- Development of Internet technology plans and strategies
- Information architecture and planning, requirements documentation and design documentation

EDUCATION

English

University of Connecticut, Storrs, CT

Communications

Eastern Connecticut State University, Willimantic, CT

Business Management

City College of San Francisco, San Francisco, CA

PUBLICATIONS

- HTML The Complete Reference, Second Edition, 0-07-211977-2, 1999
- Webmaster Answers! Certified Tech Support, 0-07-882459-1, 1998
- The Internet for Busy People, Third Edition, 0-07-882526-1, 1998
- Dynamic HTML in Action, 0-07-882-4370, 1997

CERTIFICATIONS

- SAFe ScrumMaster
- SAFe Agilist

- SAFe Product Manager/Product Owner
- Accessibility Program Management, deque
- IAAP Certification, deque

VOLUNTEER WORK

WHUS Radio, University of Connecticut

Programming & Production / Mentorship

Sept 2023 - Present

DFM Radio TV International, Netherlands

Programming & Production

2010 - Present

Belmont 4-H, Belmont CA

Project Leader / Web Development

2011 - 2015