

Bob Berry

Senior User Experience, Usability, and Customer Experience Researcher, Innovator, Author, Inventor, and Entrepreneur



Intentions: Lead world-class teams and innovations in designing, deploying, and validating brilliant interactive experiences and online learning that push the boundaries of effective human-computer interactions and drive user delight and business results.

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EXPERIENCE

Senior User Experience Researcher *2017 - Ongoing*
AnswerLab - San Francisco / New York, NY / Colorado Springs - delivering the insights that shape exceptional digital experiences for the world's leading brands: Google, Facebook, Amazon, Apple, Cisco, Amex, Ford, FedEx, Honda, many more.

Founder and Director of User Experience *2015 - Ongoing*
Copper Creek Consulting and ItsTheUsers.com - Colorado Springs - Conceive, launch global user experience learning venture, invent new UX methods, guide professionals to mastery of human-computer interactions.

Senior User Experience Analyst and Consultant *2012 - 2015*
Usability Sciences Corporation - Colorado Springs, Dallas - Guide Fortune 500 clients to achieve online excellence, drive online conversions, improve user satisfaction, increase revenue, and master man-machine dynamics.

Director of Customer Experience *2008 - 2012*
Deluxe Corporation - Colorado Springs, Minneapolis - Drive \$3.2M growth in top-line revenue through multi-channel user experience business overhaul. Lead the creation of a new user-centric company culture and processes.

Founder, CEO, and Chief Interactive Architect *2000 - 2008*
Pikes Peak Learning Company - Colorado Springs - Motivate, inspire, and empower 37,000 youth U.S.-wide through innovative youth development learning experiences, programs, methods, interactive learning systems.

E-Business and Customer Experience Director *1995 - 2000*
Hewlett-Packard Co. and Agilent Technologies - Colorado Springs - Initiate, design, launch HP's first web sites, e-commerce, social media, cloud-based content at the dawn of the Web. Help bring HP into the Internet Age.

Global Business Director *1985 - 1995*
Hewlett-Packard Company - Colorado Springs, Palo Alto - Lead \$100M global scientific instrument business to 22% growth. Create customer and user-centric research methods, business process, and corporate culture.

ACHIEVEMENTS - MOST PROUD OF:

- Raise 5 children
- Conceive, drive global UX innovations with ItsTheUsers.com
- Guide 37,000 youth to success in life via online learning experiences
- Drive \$3.2M growth with Deluxe Corp. via UX business redesigns
- Design, launch HP's first web, e-commerce, and e-learning systems
- Lead Fortune 500 companies to superb human-computer interaction

BUSINESS and USER EXPERIENCE PHILOSOPHY

- All online human activity is learning.
- Interactive human experiences drive the global business world.
- Brilliant interface design is an art. Mastering it will rocket your success to new heights.

SKILLS & COMPETENCIES over 30 YEARS

User Experience - Usability - e-Learning - Human-Computer Interactions - UX Strategy - Customer Experience - A/B Testing - User Research - Information Architecture & Design - User Flows - User Testing - User Journeys - Focus Groups - User Interviews - User Analytics - Card Sorting - Ethnographies - Personas - General Market Research - Mobile UX - Surveys - Prototyping - UX Competitive Analysis - Wireframing - Heuristics - Instructional Design - Project Management - E-Marketing - Content Marketing

Personal Passions

- Future, culture of man & machine
- Colorado wilderness fly fishing
- Writing and blogging
- Learning theory
- European and Civil War history
- Classical and Americana music

LANGUAGE: English

EDUCATION

BS Computer Science and Math, University of Nebraska-Lincoln

