

Bob Berry

Principal User and Customer Experience Speaker,  
Researcher, Innovator, Author, Inventor, Entrepreneur



**Intentions:** Teach and 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

Principal - User Experience Research2017 - Ongoing

AnswerLab - San Francisco / NY, NY / Colorado Springs - deliver the insights that shape exceptional digital experiences for the world’s leading brands: Google, Facebook, Amazon, Apple, Cisco, Amex, FedEx, Honda, many more.

Founder and Director of User Experience2015 - Ongoing

Copper Creek Consulting and ItsTheUsers.com - Colorado Springs - Conceive, launch global user experience learning venture, invent new UX methods; speaker, teacher, guide for professionals mastering HCI.

Senior User Experience Analyst and Consultant2012 - 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 Experience2008 - 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 Architect2000 - 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 Director1995 - 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 Director1985 - 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

Speaking/Teaching: Audiences

Topics, Expertise

- Apple, Google, Facebook, Amazon
  - FedEx, Cisco, HP, Microsoft, eBay
  - Universities of: Texas, Colorado, Utah, Nebraska, Arkansas, Cal State, Iowa, Idaho, Indiana St., Louisiana St., Maryland, Montana State, North Carolina, North Dakota, Penn State
- Leadership, Entrepreneurship
  - Business Strategy
  - Motivational Speaking
  - Human-Computer Interactions
  - User Experience, User Response
  - Man-Machine Interface Design
  - Digital/Interactive Marketing

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

Motivational Speaking - Workshop Facilitation - Leadership Forums - User Experience - Usability - e-Learning - Human-Computer Interactions - UX Strategy - Customer Experience - A/B Testing - User Research - Information Architecture & Design - User Testing - User Journeys - Focus Groups - User Interviews - User Analytics - Card Sorting - Ethnographies - Personas - General Market Research - Mobile UX - Surveys - Prototyping - UX Competitive Analysis – Wire-framing - 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

Locations

- Shanghai, Bangkok
- Manila, Dubai, Melbourne
- Paris, Frankfurt, Dublin
- Amsterdam, Prague, Toronto
- NY, SF, LA, Chicago, Dallas, Denver, and all other major U.S. cities

