David Drucker

204 -1425 West 6th Avenue, Vancouver, BC   V6H 4G5
604-742-2005 home   604-760-4244 mobile   david@drucker.ca   http://drucker.ca

Summary

I am a Senior User Experience (UX) Designer seeking a team to produce effortless customer experiences. My passion has always been creating both usable and beautiful products and services. I've taught this discipline and written books on technology. My key capabilities and approximate years of experience in each include:

- Visualizing Interfaces from Requirements – 20 yrs
- Leading User Experience and Multidisciplinary Teams – 10 yrs
- Wireframing and Prototyping – 20 yrs
- Information and Interaction Design – 20 yrs
- Usability Testing – 10 yrs
- User Interface Design, Heuristic Evaluation and Redesign – 20 yrs
- Communicating design concepts to a variety of consumers, from designers, to project stakeholders to software engineers.

Professional Experience

David Drucker User Interface Consulting, Vancouver, British Columbia   **January 2008 - Present**
User Experience Consultant

Successful consulting practice helping start-ups, private companies and government to create new products and services. Examples:

- With SportNinja.com: Designed screens and flow for a new platform for the amateur sport community. In the fall of 2018 SportNinja shipped their first version of an iOS app and web interface that supports the setup and scoring for ice Hockey organizations.
- With Conquer Mobile: Designed UIs for a variety of smartphone software in healthcare and engineering companies, including Pentair, a global water and thermal management and equipment manufacturer, and Mio Global, maker of professional heart-rate tracking watches
- Nicola Wealth Management: In collaboration with staff and partners, produced extensive prototypes of Financial Planner Dashboards combining financial data with CRM functions. Company now manages over $2 billion in assets and has near 100% client retention rate.
- Flight Level Media: Created UI for 'Postcards from the Plane' mobile web application. Passengers can send electronic or printed postcards while in the air. Product is enthusiastically used by millions of Lufthansa Airlines passengers.

Two Tall Totems, Vancouver, British Columbia   **November 2016**
Senior User Experience Designer

Canada's Top Mobile App Developer, as recognized by Clutch.co.
Managed and contributed wireframes, designs, user flows and other graphic elements to development teams.

Designed, documented and presented wireframes and user flows. Projects ranged from

- *Argus IOT*, an internet-enabled boat GPS, theft prevention and weather device for Sierra Wireless, Inc.
- A holiday-themed, customizable virtual reality app (a marketing initiative)
- *Integra Gold*, an iOS app for a Mining company that enables users to take virtual tours, interact with company representatives, and stay up-to-date on the company's progress in their La Val 'Dor gold mine.

All projects shipped on time and on budget with polished user interfaces.

University of British Columbia, Emily Carr University of Art and Design, Langara College, and Capilano University, Vancouver, British Columbia   **September 2010 – June 2017**
Professor of Interaction Design

Created curriculum and taught course *Mobile Content Design and Strategy* at UBC from 2010 to 2013.

Industry Expert and Sessional Faculty for Emily Carr University Interaction Design program from 2011-2015. Taught Core Curriculum to 2nd, 3rd and 4th year students. Program of studies incorporated:

- User-centered Design Process Fundamentals
- Design Tools and deliverables for UX Professionals
- Information Architecture
- Persona Research and Writing
- User research and requirements collection
- Usability Testing

Created the course *Principles of Interaction Design*, now required in Emily Carr's Interaction Design Degree Program.

In 2017, taught two sections of the course *Advanced User Experience Design* at **Langara College** and *Digital Media II* at **Capilano University**.

IBM, Pacific Development Centre, Burnaby, British Columbia   **March 2007 – February 2008**
Information Architect

- Worked on 160-member team tasked with creating Panorama, BC Public Health Surveillance System, deployed to Health Service in fall of 2007. Panorama is now in use by several Canadian Provinces and considered a major advance in Health Information Technology.
- Collaborating closely with Business Analysts, produced detailed wireframes for 20+ application developers.
- Identified, documented and promoted reusable interface design patterns that increased product consistency and accelerated user interface development.

RIPE B2B, Vancouver, British Columbia   **September 2006 – February 2007**
Information Architect/User Interface Designer/Project Manager

- Custom software company supplying technology infrastructure to Webnames.ca as well as Cintas and others.
- Managed multidisciplinary Presentation Layer Project Group including 2 programmers and a graphic designer.
- Ran usability testing for Webnames.ca Website. Increased sales by 15% by significantly reducing number of abandoned domain registration transactions
- Gathered business requirements, created information architecture, designed wireframes and managed projects for clients in Vancouver, the Sunshine Coast and Anguilla.

Fidelity Investments, Inc., Boston, Massachusetts   **February 2003 – July 2005**
User Interface Designer

- Worked with key stakeholders and subject matter experts to produce user interface designs for Fidelity's Retirement Income Planner and Equity Research web-based tools.
- Managed team of user interface designers, graphic designers and writers through iterative development process for each product.
- Incorporated feedback from usability lab testing to refine designs.
- Retirement Income Planner rated by Money Magazine as 'best of class' in financial planning tools in 2004
- Revenues from new investments made primarily from use of Retirement Income Planner contributed to 20% increase in profit in 2005 (Boston Globe)
- Equity Research received 4-star rating by Barons (March 2005)

Infinity Pharmaceuticals, Inc., Cambridge, Massachusetts   **April 2002 – January 2003**
User Interface Architect

- Drug Discovery company combining synthetically modelled chemistry with high-throughput testing of compounds.
- Created user interfaces for software tools for scientists and management
- Collaborated with informaticians, scientists, and software developers to design user interfaces for Library Designer for virtual compound enumeration and Discovery Analyzer for bulk assay management and results analysis.
- Authored user interface style guide for future application development.
- Ran usability testing for all in-house software.

Frictionless Commerce, Cambridge, Massachusetts   **March 2001 – October 2002**
User Interface Architect

Web-based eSourcing software for Fortune 100 companies, purchased by SAP in 2006. AMR Research cited *Frictionless Sourcing* as 'the best e-sourcing user interface and portal functionality in the market' (Feb 8, 2002)

- Defined look and feel of all products.
- Translated business requirements from product management to user interface designs and clickable prototypes
- Trained and supervised team of user interface designers
- Provided screen flows and presented user interface to other departments including Marketing, Documentation and Training.
- Performed quality assurance of final user interface

MyHelpDesk.com, Norwood, Massachusetts   **March 2000 – August 2001**
Vice President of Products

The Internet's foremost Computer Help Portal. Repositioned to provide business tools for organizing, tracking and delivering computer-based self-help content and training to users in the enterprise. Acquired by PC Support of Vancouver, BC in 2002.

- Managed editors and web developers in design and production of web portal
- Helped redefine company's offering to transition from consumer web portal to B2B product
- Worked with PR to define branding of corporate product, FirstHelp and created its design prototypes

Education

- Master of Philosophy in Music Composition, Clare Hall, Cambridge University, 1984
- Bachelor of Musical Arts, University of Cincinnati College-Conservatory of Music, 1982

Software Expertise

- Sketch
- Adobe Creative Suite
- OmniGraffle
- HTML/CSS
- WordPress
- Invision
- Visio
- Balsamiq
- LiveCode
- Microsoft, Apple and Google business suites

Non-Profit Experience

- Executive Director, *Boston Computer Society Macintosh Group*, 1993-1995
- Board Member, *Boston Computer Society* 1995-1996 and *The Walden School* 1999-2003

Publications

Books
- *The QuickTime Handbook* (co-authored with Michael Murie), Hayden Books, 1992
- *Cool Mac Stacks*, Hayden Books, 1992

Journalism
- Op Ed '*Dems in Control? We're Staying in Canada*' for the Los Angeles Times, published November 25, 2006
- Classical Music Critic for *The Georgia Straight* in 2006

Music
- *Five Bagatelles for Flute and Piano*, published November 25, 2006