IAN TERRY

Senior User Experience Executive

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📍 San Diego, CA

SUMMARY

Versatile UX Design and Research Leader skilled in blending qualitative and quantitative research to guide strategic design choices and innovation. Expert in enhancing user satisfaction and engagement through insightful product design and UX strategies.

EXPERIENCE

Founder and CEO

Aretetic Solutions, LLC

📅 01/2024 - Present   📍 San Diego, CA

At Aretetic Solutions, LLC, I advance computational social choice and management consulting. I lead Community-Driven Innovation strategies, serving a broad spectrum of clients including Fortune 500 companies and top research institutions, transforming their approach to complex decision processes.

Head of UX

LunaPBC

📅 03/2020 - 01/2024   📍 San Diego, CA

As the former Head of UX, I spearheaded UX strategy development and execution, leading a team to enhance user engagement across our product range. My role involved design, team leadership, and strategic planning to improve user satisfaction and drive business results.

- Developed and executed innovative UX strategies that matched our mission and met user needs, ensuring a unified experience across all platforms.
- Lead and mentored a multidisciplinary UX team, fostering an environment encouraging creativity and innovation.
- Worked with cross-functional teams, including product managers, engineers, and executives, to integrate user-centered design throughout the product lifecycle.
- Leveraged data insights, conducted user research, and used analytics to enhance and optimize user experience.
- Managed the UX design process from concept to launch, overseeing wireframing, prototyping, usability testing, and feedback iterations.
- Led the creation of a groundbreaking product, resulting in a sale exceeding $200,000 per usage, showcasing innovation and driving significant revenue growth.

Senior User Experience Researcher

PXE International, Inc.

📅 04/2012 - 03/2020   📍 Washington, DC

Devised and implemented an agile digital marketing strategy that complemented the organization's goals, skillfully adjusting approaches and benchmarks to respond to changing requirements.

- Oversaw UX/UI development from start to finish, enhancing services through research, testing, and continuous design improvements.
- Drove digital expansion by integrating a robust online infrastructure with wide-ranging marketing strategies.
- Boosted online donation performance 68% by increasing website visibility and traffic through regular content updates, security enhancements, and functional improvements.
- Raised the company's profile and strengthened customer connections by expanding our presence on various organic social media channels.
- Established a robust backup system for staff and volunteers, enhancing efficiency in achieving company goals.

CERTIFICATION

Cornell – Certified Digital Marketing Specialist
2022

CSPO – Certified Scrum Product Owner
2020

UXQB – Certified Professional in User Experience
2019

ACRP – Certificate of Human Subject Protection
2019

SKILLS

Quant. Research	Qual. Research
User Interviews	Ethnography
Product Research	UX Research
Mixed Methods	Generative

Wireframing	Usability Testing

Figma   Axure RP   UI/UX

Adobe Creative Suite   UX Design

Statistical Analysis   NLP

Topic Modeling

Information Architecture

Git   Python   React   CSS

PHP   Netlify   AWS   Drupal

Wordpress   Headless CMS

Agile   Scrum   Team Leadership

Marketing   Product Strategy

Product Development

EXPERIENCE

Contract UX Consultant
Several Clients

📅 05/2009 - 06/2012

Charted a strategic vision for the user experience, providing a detailed roadmap to guide the organization's long-term user-centric objectives.

- Turned qualitative data into actionable insights by conducting contextual interviews, analyzing transcripts, and applying findings to enhance the application's version 2 design increasing efficiency to complete task by 51%.
- Applied the 'Jobs to Be Done' framework to understand customer goals, enhancing marketing and product development focused on user needs.
- Orchestrated user interviews, heuristic evaluations, and dialogue principle assessments.
- Fostered a collaborative platform for patients, advocates, and the biopharmaceutical industry, resulting in dozens of new contracts.

FOUNDER
Shell Shocked Design

📅 10/2008 - 05/2017

I specialized in creating custom websites and enhancing UX/UI design for improved user engagement and conversion. Working with a team, we merged aesthetic with functionality to provide innovative, optimized digital solutions tailored to client needs.

Head of Product
Products for Robots, Inc.

📅 02/2014 - 09/2015

WEBMASTER
Genetic Alliance

📅 02/2009 - 09/2010

EDUCATION

Bachelor of Science, Health Information Management
Western Governors' University

📅 01/2020 - Present   📍 Salt Lake City, UT

Master Gardener
University of Georgia

📅 01/2011 - 01/2012   📍 Athens, GA

Bachelor of Arts, Linguistics
University of Maryland

📅 01/2008 - 01/2010   📍 College Park, MD

International Baccalaureate
British School of Washington

📅 01/2008 - 01/2008   📍 Washington, DC

GCSE
British School of Washington

📅 01/2006 - 01/2006   📍 Washington, DC

PASSIONS

- Fine Woodworking
- Period Blacksmithing
- Sword Fighting
- Archery
- Yoga
- Writing
- Reading
- Meditation

PUBLICATIONS

The PhenX Toolkit: Establishing Standard Measures for COVID-19 Research,
Current Protocols: Wiley

Michelle C. Krzyzanowksi, Ian Terry, David Williams, Pat West, Lauren N. Gridley, Carol M. Hamilton,

📅 Date period

🔗 https://currentprotocols.onlinelibrary.wiley.com/doi/10.1002/cpz1.111

Contributed to the NIH-Wide Strategic Plan for COVID-19 Research by integrating the PhenX toolkit to standardize COVID-19 data collection and enhance comparability of results. Led efforts to rapidly develop and release new protocols through a community-driven consensus process, improving research consistency and facilitating global collaborative studies.

BOOKS

Surveys That Work: A Practical Guide for Designing and Running Better Surveys

Caroline Jarrett
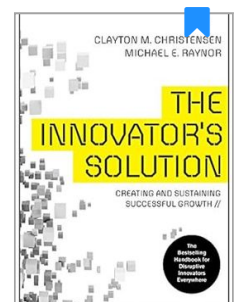
The Innovator's Solution: Creating and Sustaining Successful Growth

Clayton M. Christensen, Michael E. Raynor