Steven Hoober Mobile Interaction & Interface Design • Information Design • Graphic Design

5600 Russell Avenue / Mission, Kansas 66202 / +1 816 210 0455 / www.donttouchme.com / shoobe01@gmail.com / @shoobe01

I am a designer. I am not a developer, but have been a DBA, and written code, including neat stuff like the first CSS for a Fortune 50. I can specify, report bugs and speak developer.

I am mobile. If you aren't sure that it's time to go mobile, stop reading. I've been doing mobile design since 1999. Don't ask me to choose between iOS and Android. Offer the platform you know your user wants.

I think strategically. My first questions are always about why your idea is good for the organization, and for the user. This informs my work all the way through the architecture, process, and detailed design.

I believe in people. I know enough about pixels, scale, code and platforms to not believe in them. Technology is transient. People are your audience and customers.

I live for quality. It makes me legitimately sad when products are built from fear, lack of knowledge, as copycats, or always take the easy path. I'd rather not work than build terrible products.

I believe in communities. I believe in the transformative power of connecting and empowering people, through technology and social relationships. Whenever possible, remove barriers to engagement.

I like drawing. And writing. Good tools and processes make better design. Bad tools impede it. If you insist on using Visio on Windows XP, I probably don't want to work with you. My bag has markers, and a Macbook Pro.

I collaborate. If I can't talk to the business, work with implementation teams and preferably talk to customers, it's not worth having a designer. Teams work better than people.

I am evidence based. If I don't know, I find out by reading, or researching, then codifying and sharing. I mentor junior designers and guide teams to make good choices. And when it's not proprietary, I share with everyone to improve the whole industry; I have written books, write a regular column on mobile UX, and speak at conferences.

Brands I have worked with include: Sprint-Nextel, AT&T, Qualcomm, Samsung, Skyfire, Bitstream, VivoTech, TA Telecom, The Weather Channel, Omni Symmetry, Thwapr, FaceDial, PillPhone, Copia, IGLTA, St. Luke's Shawnee Mission Medical Center, Lowe's, Hallmark, uClick, Bank Midwest, IBT, and US Bank.

Professional Experience

July 2012 to February 2013:

Information Architect / Interaction Designer
U.S. Bank
Develop strategies and design products for consumer mobile banking.
- Provide strategic direction and forward-leaning concepts to evolve the current digital banking products.
- Work with project teams to create and document project-specific design solutions for multiple mobile platforms.
- Keep abreast of compliance and regulatory issues; evaluate competitors and non-bank products and industry trends.
- Provide insights into mobile test, user research, analytics, user behavior and trends to the mobile business unit.

February 2012 to Current:

User Experience Architect
Cummins Engine
Perform end-to-end user-centered design and evaluation of digital projects for Cummins global product range.
- Provide mobile and multi-channel expertise, strategy, and standards to the design and technical teams.
- Design and consult on the design of digital solutions for desktop web, mobile web and mobile applications.

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December 2010 to Nov 2011: **Information Architect**
Lowe's Home Improvement
Assist internal UX team at Lowe's in developing the concept and interactions for the MyLowe's cross-channel experience.
- Guided business, marketing, merchandizing and others through exercises to develop features and requirements for all channels, including web, customer and employee mobiles, in-store terminals, kiosks and training materials.
- Created concept documents and directed the work of designers and developers to create specifications and presentation layer code.
- Work alongside the Product Owner, coordinate with other design and product teams.
- Work with Agile team to assure correct execution of the design.

August 2007 to September 2010: **Creative Director / Interaction Director**
Little Springs Design
Led design on over 30 highly visible mobile products including web browsers, and the Weather Channel website.
- Develop the concept, design and interactive direction for client projects.
- Coordinate activities of designers and approve or modify deliverable to meet quality requirements.
- Work with usability, research, account management and client teams to gather information, communicate design documentation and execute revisions.
- In charge of company brand and communications standards. Created standardized design process and documentation methods.

November 2004 to August 2007: **Human Factors Engineer**
Sprint-Nextel User Experience Design
Designed large-scale (20MM users) products with documented improvements to customer satisfaction and reduced support costs.
- Assist in the development of business requirements; interpret functional requirements in a user-centric manner.
- Utilize the tools, techniques and processes provided thru User-Centered Design (UCD) to develop highly usable products for all of Sprint, and for all channels including web, mobile, store, call center, and kiosks.
- Lead designer for complete redesign of the entire post-signon experience for all customers of the merged Sprint & Nextel company.
- Worked with legal, regulatory to influence new FCC regulations and develop new, highly-usable, highly-secure single-signon for entire enterprise.

March 2003 to November 2004: **Interaction Design Manager**
Sprint Enterprise Web Solutions (IT), User Experience
Led team of designers and front-end developers in creation of numerous customer-facing sales and post-sales projects for web, and mobile platforms.
- Guided and ensured the use of UCD techniques and processes in the team; develop prototypes and react to usability testing and analytics.
- Lead designer and team manager for new styles (grids & templates) rolled out across all Sprint desktop and mobile sites.
- Led complete redesign of SprintPCS.com websites with full web standards, the first large company to do so anywhere in the world.

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June 1999 to March 2003:

Information Design Manager

SprintPCS.com, User Experience

Acted as senior designer while managing and training a team in the use of the Information Design, Interaction Design and UCD processes.

- Applied user research results to inform design; planned and facilitated usability research as needed.
- Led UI design of music service for first MP3 phone, led IA/IxD of (first?) operator ringtone/app store, developed UI for (first?) Google search on mobile, among many other projects.
- Evangelized role of new design team to enterprise, created strong relationships with implementation teams.

October 1997 to June 1999:

Web Developer

IsoSystems, an AIH Company, Kansas City, MO

- Designed, programmed and scripted web pages for a variety of client websites; Integrated presentation layer code with back-end systems.
- Designed, created and implemented databases for web access and update of information for hospitals, health care, hotel, real-estate, auto service and other websites.

Education

May 1995:

B.F.A. Printmaking

○ School of Fine Arts, University of Kansas, Lawrence