David Cain

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Senior Information Architect, UX Lead

User Experience Professional, Information Architect, and Interaction Designer. Deliver experiences that are usable, useful and desirable through user research, iterating concepts, prototyping, and testing with users. Align teams, and clarify communication by working with customers, business stakeholders and developers. Problem solver, smokejumper. Reduce research costs with remote research, alternate analytical methods. Promote user behavior change and conversion through persuasive design. Expertise includes:

- *User Experience Design (UX)*
- *Mobile Research and Design*
- *Interaction Design (IxD)*
- *Interactive and Paper Prototyping*
- *User Research and Usability Testing*
- *Design for Behavior Change*
- *Information Architecture*
- *Remote Usability Testing*
- *Usability Analysis, Improvement*

Professional Experience

Information Architect, AT&T, Atlanta, GA — *consulting (AustinCSI, Plano, TX)*   **2016-2018**

Created responsive web designs for support, order management, and more. Built and programmed interactive prototypes to iterate designs with stakeholders. Analyzed and presented data to support decisions. Measured feature uptake with traffic analysis. Planned and designed variants for A/B testing. Architected modern information hierarchies for new content management system. Improved usability by auditing support systems, researching customer feedback for usability opportunities. Defined taxonomy for newly-supported products.

- *Information Architect on consumer-facing site with 5 Million daily unique visitors.*
- *Increased call-deflection ($7/call) by designing new account-migration flow for 1.3 million customers.*
- *Analyzed business process and data to learn why 80% of returned-broken gateway hardware tests "OK".*

McKesson, Alpharetta, GA   **1996-2016**

Senior Architect, User Experience/Productivity, McKesson, Alpharetta, GA   **2014 – 2016**

Ensured ease-of-use, fit-to-purpose of end-user computing solutions and services for 90,000 employees worldwide.

- *Pioneered and validated U.S. workforce segmentation model featuring five work-styles, based on employees' mobility and autonomy. Used the model to drive planning and budgeting on mobility and infrastructure spend.*
- *Led liaison effort between Work Your Way program and Global Records and Information Management to ensure successful deployment of an easy-to-use productivity suite that complies with legal records obligations.*

Senior Information Architect, UX Lead, McKesson, Alpharetta, GA   **2006 – 2013**

Improved customer sat, reduced support calls and site rework with a program of customer research and UX Design. Led user experience effort for customer- and employee-facing web sites. Designed interaction flows for web sites and applications. Led cross-functional teams through user-centered design process. Created, tested and analyzed design prototypes. Managed user research, conducted usability studies. Optimized internal and site-search results.

- *Significantly improved usability and reliability of customer-facing work-orders ($20M annual revenue stream).*
- *Dramatically improved problematic login/registration/reset process for a support site with 40,000+ users. Brought dysfunctional registration process from a measured 15-minute average to a measured 2.4 minutes.*

New Media Project Manager, Multimedia Specialist, McKesson, Alpharetta, GA   **1996 – 2006**

Designed and built web applications. Assured quality, ease-of-use and security of web applications. Tech lead on redesign of customer extranet. Specified & managed creation of internal web app. Analyzed & specified purchase of CMS and portal software. Created photographic, animation, interactive, video and web content.

Contract Multimedia Developer, Arresting Images, Duluth, GA   **1996 – 1996**

Designed, programmed and produced secure commerce sites, educational software and multimedia presentations for clients such as America Online, Expert Software and Kennerly Music Productions.

Product Manager, DayStar Digital, Flowery Branch, GA   **1994 – 1996**

Drove marketing programs for Macintosh upgrade products. Ensured high-impact, positive coverage of our line. Created and published digital, online, and paper documentation and marketing materials for DayStar's products. Wrote press releases, product sheets, ad copy and training materials. Represented DayStar at trade shows.

Education

University of South Carolina, Columbia, SC   *Bachelor of Arts, Media Arts*

Continuing Education (selected)

Presenting Data and Information	*Edward Tufte*	*May 2000*
Enterprise Information Architecture	*Louis Rosenfeld*	*Oct 2007*
"Don't Make Me Think" – Practical Usability Testing	*Steve Krug*	*Oct 2007*
Interaction Design	*Bruce "Tog" Tognazzini, NN/g*	*Jun 2008*
Design for Behavior Change	*B. J. Fogg*	*Sep 2010*

Speaking

Getting to "No." – Not Doing the Right Damn Thing	*Short Talk, Enterprise UX*	*May 2015*
Your Time in the Enterprise	*Lightning Talk, IxDA Atlanta*	*Apr 2016*

Volunteering

Atlanta Region Cub Scouts, Pack 650		*2015-2017*
IxDA Atlanta	*Axure RP workshop assistant*	*Apr 2016*

Certifications

ITIL v.3 Foundation	*CSME*	*2011*

Technical Skills

Axure RP 8, Visio, OmniGraffle	*Wireframes, interactive prototyping and functional specifications*
Morae	*Remote and lab usability recording and analysis*
Adobe Creative Suite	*Diagramming, illustration, mockup, presentation, publishing*
HTML5/JavaScript/CSS, Python, Django, PHP	*Design/prototype/develop, data transformation & utility*
CrazyEgg, OptimalSort, TreeJack	*Click-tracking, heat maps, card-sorting, tree testing*
Survey Gizmo, Survey Monkey	*Online surveys*
WebTrends, Google Analytics, Omniture/Adobe Analytics	*Web analytics*