**GREG DILLEY**  greg.dilley@gmail.com | 973.534.9242

<http://www.linkedin.com/in/gregdilley> Portfolio: [www.gregdilley.com](http://www.gregdilley.com)

###### **SUMMARY OF QUALIFICATIONS**

User Experience Leader with over 15 years of experience – Articulate Presenter – Process Obsessed

###### **PROFESSIONAL EXPERIENCE**

**Realogy** | Madison, NJ 9/2018 – current

*Director of UX*

* Managed a team of UX designers and architects.
* Implemented a UCD-focused design process within the Agile sprint environment.
* Supported 12-15 products across multiple business units including but not limited to: Coldwell Banker, ERA.
* Set the UX strategy in place for supporting the growing demand for UX.

**Horizon Blue Cross Blue Shield** | Newark, NJ - Consultant 3/2018 – 9/2018

*Lead UX*

* Managed 7-8 UX designers and architects on the design of the Horizon Digital Member Portal.
* Implemented a more UCD-focused design process within the Agile sprint environment.
* Led weekly design demos to internal stakeholders to gain design and approval.
* Identified and implemented efficiencies in the team’s use of Axure.
* Set in place the new UX process and goals to the larger Digital Development team

*Reason for leaving: Shifting business priorities reduced the UX team headcount to only full-time employees.*

**AIG** | NYC - Consultant 6/2017 – 3/2018

*Lead UX*

* Lead UX on the full redesign of the AIG annuities website.
* While working in an Agile environment, managed the creation of designs between up to 2 designers.
* Led weekly design demos to internal stakeholders including executive presentations to gain approval.
* Led weekly ideation sessions within the team to organize thoughts and come to consensus on direction.
* Hosted design workshops to ideate on new ideas.
* Hand-picked to participate in a 90-day innovation business unit (5 people in total) to propose and develop new ideas for senior leaders at AIG to present at CES2018.

*Reason for leaving: Contract end was approaching, and the 1:45 commute was too long. Found work closer to home.*

**Verizon** | Basking Ridge, NJ 8/2016 – 5/2017

*Senior UX Strategist, Manager | User Experience Group*

* Lead UX Strategist on several digital projects and initiative.
* Organized journey mapping exercise with a high profile Verizon partner to examine the customer journey.
* Led a proto-persona activity to help the team begin to think about who their users are.
* Collaborated with an external UX testing firm to design and implement user surveys and testing.
* Worked closely with the VP and Director of UX to formalize and course correct the UX process within Verizon.
* Performed “lemonade stand” user testing events in the Verizon cafeteria to test ideas.
* Presented research findings to senior executives to demonstrate the value UX can bring to product development.

*Reason for leaving: Corporate restructuring, entire UX team was eliminated.*

**John Wiley and Sons|** Publisher | Hoboken, NJ 2/2010 – 5/2016

*User Experience Manager | User Experience Group*

* Hired and led a team of UX Architects supporting the Global Education and Professional Development businesses.
* Organized a Lean UX guest speaker talk to help evangelize the methodology at Wiley.
* Interviewed countless users to understand their needs first.
* Supervised the redesign of various Wiley websites.
* Wiley Pacesetter Award recipient – 2014
* Steering committee member for implementation of Scaled Agile.
* Participant in the Wiley Mentorship program to increase my managerial
* Performed group brainstorming and sketch exercises to gain consensus and ideate.
* Following a redesign of the Dummies.com homepage, reduced the drop-off rate on the homepage by 7%

*Reason for leaving: Corporate restructuring, entire UX team was eliminated.*

*Senior Information Architect | User Experience Group*

* Lead UX Architect supporting the Global Education and Professional Development businesses.
* Information Architect for redesign of highly profitable Leadership Practice Inventory website.
* Information Architect for Wiley Open Access Initiative, a new business model in Wiley.
* Information Architect for the redesign of wiley.com, Wiley’s corporate presence and catalog.

**TD Ameritrade |** Online Broker | Jersey City, NJ 3/2007 – 1/2010

*Senior Interaction Designer | User Experience Group*

* Lead Interaction Designer, Fixed Income Group key page redesign to increase purchases of long term investments.
* Designed wireframes using business requirements and personas as tools to drive the design.
* Administered focus groups and user testing to validate new designs and identify existing design flaws.
* Provided heuristic reviews of the corporate website and presented findings directly to stakeholders.
* Supported TD Ameritrade Institutional for post-launch updates and enhancements to “NextGen.”

*Reason for leaving: Corporate restructuring, entire UX team was eliminated.*

*Interaction Designer | User Experience Group*

* Lead Interaction Designer, TD Ameritrade Institutional “NextGen” website redesign.
* Project led team of 3 designers for TD Ameritrade Institutional “NextGen” website redesign.
* Participated in redefinition of UX process and workflow.

**ADP** | Employer Services | Roseland, NJ 1/2005 – 2/2007

*Senior Usability Engineer | UI Group*

• Lead UI designer for Health and Welfare Benefits Engine (HWSE) online tool.

• Established new UI standards for the corporate UI guidelines.

• Developed HTML/ASP/JavaScript prototypes for external user testing and internal design validation.

• Designed storyboards using Visio as part of cross-functional team.

**Dun & Bradstreet** | Information and Delivery Services | Parsippany, NJ 10/2003 – 1/2005

*Intranet Support | Intranet Group*

• QA review of internal business websites driven by FrontPage to ensure adherence to UI guidelines.

• Provided UI design, HTML, CSS and JavaScript support to intranet website owners across the enterprise business.

• Designed and developed support request submittal form for business groups to request UI website reviews.

• Designed and developed new intranet websites for internal business groups uncomfortable using FrontPage.

###### **ADDITIONAL RELATED EXPERIENCE**

**NYC UXPA |** Presenter | New York, NY 8/23/2016

*“Ready, Set, Design” UX Design Studio Workshop*Led a Design Studio Workshop for 80+ attendees to expose them to the technique.

**NYU |** Adjunct Instructor | New York, NY Fall 2015

*Fall 2015: Exploring User Interface Design*

##### EDUCATION AND CERTIFICATIONS

**Human Factors International |** [www.humanfactors.com](http://www.humanfactors.com)  **University of Scranton |** Scranton, PA

Certified Usability Analyst, June 2006 B.S. Liberal Studies, June 1997

Fine Arts, Elementary Education, Behavioral Science

**SKILLS**

Axure, Balsamiq, Agile, Lean UX, Scaled Agile, Trello, Jira, OmniGraffle, Strategy Design, Brainstorm moderation, Heuristic Review, User Interviews, Flow Diagrams, Information Architecture, Wireframes, User Testing, Analysis and Recommendation Presentation, Business Need Analysis