

Steve Libbey

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DESIGN, DATA & DEVELOPMENT

Creative Senior UX/UI professional with over two decades of experience in product design, development, business intelligence, and product management. Expertise in leading digital transformation, managing UX software engineering teams, and providing intuitive web and mobile solutions.

WORK EXPERIENCE

Freelance Consultant • San Diego, CA • 02/2012 - Present

Web, eCommerce, design • Freelancer

- My freelance practice focuses making intuitive and inspiring web and mobile products attainable for small businesses, artists, creatives, and even corporations
- I work with the client on honing their product or service to be the most competitive
- I also offer print design services, illustration, and vendor coordination
- Clients include Foot Locker, Eastbay, Fell Swoop, music retailers, and record labels
- Tools: Shopify, WordPress/Divi, Figma, Swift, Adobe CC, HTML/CSS, graphic design, sound design

DAI • Bethesda, MD • 06/2023 - 02/2024

Lead UX Developer • Contractor

- Collaborated on strategy with leadership and cross-functional teams for company-wide ERP digital transformation project, affecting 80 global business development projects
- Led UX discovery and design of platform agnostic dashboards for internal processes using custom APIs from dozens of internal applications, such as Power BI, SAP, and a legacy Lotus Notes
- Vetted AI tools and vendors for improving workflow in field operations documentation and knowledge base with versioning and governance functionality
- Tools: SAP Build/Workspace, Figma, Power BI, ChatGPT, API, Lighthouse KM, Agile Scrum, ADO, Jira

Providence • Irvine, California, United States • 10/2021 - 02/2023

Principal UX Software Engineer

- Hired and led a team of developers to extend Citrix functionality to support the software ecosystem of the hospital system (featuring apps like ServiceNow, Power BI, Epic, Kronos), increasing provider-patient face time by five minutes
- Devised the UX/UI and design system of a cross-team project for cloud optimization of Azure services, resulting in immediate subscription savings of 6% in the first four months
- Tools: Turbonomic, ReactJS, VueJS, Adobe CC, API, HTML/CSS/Sass, Agile Scrum, ADO, GitHub and Figma.

T-Mobile • Bellevue, WA • 04/2016 - 09/2020

Sr. Software Engineer, UX

- Ideated, designed and engineered MVC UI for internal reporting applications used by thousands of management and executive level users for business intelligence, enabling T-Mobile to save millions on Tableau subscription fees
- Created data visualization prototypes and templates in PowerBI
- Conceptualized and created UX mockups for internal tools on a cross-functional team in an Agile Scrum environment, matching T-Mobile brand guidelines. Designed data visualization elements for marketing department
- Acted as team product designer for custom reusable app platform in C#/Angular, optimized for performance with multidimensional cubes
- Researched business intelligence needs and recommended custom and off the shelf solutions and best practice design patterns
- Migrated data from SQL Server to Azure using DAX
- Tools: AngularJS, Azure, SaaS, CSS/Sass, Adobe CC, API, UX/UI responsive design, Figma, JavaScript, JSON, SQL, DAX, C#, Power BI/Tableau, Git, Jira, Agile Methodologies

Harris Corporation • remote • 01/2015 - 07/2015

Software Engineer, UI

- Provided wireframes, designs, and prototypes for web-based patient/provider portal healthcare software that integrates with Epic and Cerner through APIs
- Tested UI for consistency with distributed team
- Created design system in Figma and Adobe CC
- Tools: user-centered design and interfaces, Figma, FoundationJS, Adobe CC, APIs, JavaScript/jQuery, Bootstrap

iLink Systems • Redmond, WA • 06/2012 - 12/2014

Senior UX Developer

- Led product design for Microsoft stack web applications, Windows 8 apps, SharePoint in managed-partner/agency engagements
- Created award-winning NORAD Tracks Santa application enjoyed by 35 million people globally, working with offshore QA teams and content providers
- Designed and developed several healthcare applications: EU doctor rounds app, American Specialty Health patient portal, and Children's Hospital of Philadelphia's pediatric anesthetic crisis app
- Tools: UX/UI responsive design, Adobe CC, CSS, HTML5, XAML, XML, Git/SVN, Azure, JSON, iOS/Windows 8 app design, device UI design, JavaScript and JS animation libraries, jQuery, Sharepoint, Cornerstone

Boeing • Bellevue, WA • 12/2013 - 07/2014

Senior UI Developer

- Solved the difficult conundrum of how to migrate UNIX aviation manufacturing software to a modern UI without having to retrain non-tech-savvy aircraft mechanics at the cost of millions of dollars of factory downtime
- Directed a team of 5 offshore developers on aviation software UI design, ensuring daily alignment with client priorities
- Documented UI style and code standards to facilitate collaboration between development teams and offshore teams
- Tools: HTML, CSS3, JSP, JavaScript, Bootstrap, Responsive Design, typography

EDUCATION

Bachelor of Arts in English

University of Cincinnati

CERTIFICATIONS

Microsoft Power BI Data Analyst Professional Certificate • 09/2024 - Present

Microsoft

Certified Scrum Master (CSM)

Scrum Alliance

Certified Scrum Product Owner

Scrum Alliance

SKILLS

Design: Adobe Creative Suite, Figma, Graphic Design, iOS/Android app design, Product Roadmaps, Prototyping, Responsive Design, User Experience Design, User Flow, User Interface, User Interviews, User personas and stories, UX Content, UX Research, Wireframing

Soft Skills: Agile Scrum, Analyze Business Needs, Collaboration, Cross-Functional Team Interfacing, Discovery Process, Ideation, Information Architecture, Product Roadmap, Scrum Master, Scrum Product Owner, Sprint Planning, Team Management

Development/Data: A/B Testing, AI/ML, Angular, Front End Development, HTML/CSS/Javascript, Power BI, React, SQL & DAX, Tableau, VueJS

Activities: Mentoring junior designers, Print design for albums/magazines/apparel, Professional painter/illustrator (art sales and commissions), Published two novels, Recorded and released several albums, Taught Adobe software for print and web at technical schools, Writes on topics such as UX, AI, and Research