

# Stuart Silverstein

## EXPERIENCE DESIGN LEADER

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### BIO

“I take business ideas and turn them into buildable products

My background is in creative, progressing from Print to Web to Brand Strategy, Marketing, Coding, and finally in my current home of UX and Experience Strategy. A while ago, I quit becoming obsessed with messaging and brand development and became obsessed with creating applications based on my innate desire to systemize everything, making sure every detail of the system is accounted for. My obsessiveness with optimization and systemization has translated into design that balances the need to maximize efficiency, brutal simplicity for task oriented behavior and engagement for content consumption.

An experienced supervisor, I’ve supervised and project managed multi-disciplinary teams up to 15 people to success. I’ve worked in Lean, Agile and Waterfall/Watergile environments, plus have been consulting with companies on process and toolsets to make production smoother.

**Specialties:** My deepest expertise is in e-Commerce, Entertainment, Finance and Real Estate including multi-device platform implementation.”

### A FEW COMPANIES I’VE WORKED WITH:

- M-GO/Technicolor
- Fandango
- Intuit
- Pioneer USA
- CiCi’s Pizza
- McNeil/Zyrtec
- Mattel
- Schumacher Homes
- T-Mobile
- Wilson Sporting Goods
- AutoAnything
- Nationstar/Mr. Cooper
- Primrose Schools
- Anytime Fitness
- Tax Credit Co.
- **Digital Agencies:** Blitz Interactive, Rosetta, Vayner Media, Phenomenon, Heartbeat Ideas
- **Several startups:** eGood, REX Real Estate, Badgestack

# WORK EXPERIENCE

Director of Product Design

## REX REAL ESTATE

May 2016 - Present

Lead design and branding of product. Help lead experience strategy and product definition, in addition to leading creative team on product design in the Real Estate space.

### Highlights include:

- **Improved conversions** across key flows and segments including landing pages and one change that doubled conversion overnight.
- Improved buyer and seller experience with scheduling and showing homes including a **cutting edge application to show homes that is voice activated.**
- Created a scheduling service design which made it so CSR's could service 8x the amount a showing requests.
- Implemented and led creation of an **internal design system** to improve consistency and delivery time.
- **Several cutting edge new prototypes of products** that integrate voice, chatbots, AI and machine learning to solve consumer problems like nothing on the market.

Director of UX (Contract)

## PHENOMENON

Mar 2015 - May 2016 (1 year, 2 months)

Led and created the UX team for Pheno. Hired a UX team from 1 to 10 people, mentored and set up working procedures, templates and processes. Helped agency define approach to UX and how projects were planned. Most of the work centered around the financial and lending industries, but also included e-Commerce, Retail, Telecom and Startup projects. Clients: **T-Mobile** (Jump Program), **Nationstar/Mr. Cooper** (Web Platform), **Wilson** (Wilson.com), **Intuit** (One Intuit), **Schumacher Homes** (Home Builder).

Experience Strategist/UX Lead Consultant (Contract)

## BLITZ

Jan 2014 - Jan 2015 (1 year)

Was lead on projects that needed hybrid UX leads—content, strategy, definition and design. Projects Included game design and strategy, roadmap planning, product definition, interaction design and global integration. Led client engagement, including all requirements definition for **Mattel** (Global Shop, Monster High and Hot Wheels.com), **CiCi's Pizza** (Online Ordering), **Primrose Schools** (Franchising) and **Pioneer USA** (Cycle Sports).

UX/UI Design Consultant - Special Projects (Contract)

## M-GO (a Technicolor Company)

Jul 2013 - December 2013 (6 months)

**Created and ran User Strategy/Research unit**, including ethnographic studies, usability studies, and market analysis on VOD platform. Direct UX of Android, iOS, and Windows 8 applications. Created revised commerce patterns cross platform to **improve conversion by 49%**.

User Experience Lead (Contract)

## HEARTBEAT IDEAS

Jan 2013 - May 2013 (5 months)

Designed responsive products for **Zyrtec** and **Corcept Therapeutics**. Designed workflow procedures for Responsive design with senior leadership.

Senior UX/UI Consultant (Contract)

## FANDANGO

April 2012 - Dec 2012 (8 months)

Worked on strategy, design and product definition for core product— **www.Fandango.com**, as well as a benchmark 360 report on the business. Worked on first responsive implementation of the dot com, which required negotiation with several departments, and innovative use of ad products. Also, implemented new work flow to improve production speed by around 20%.

Chief Experience Officer

## STUDIOFLUID

March 2010 - November 2011 (1 year 9 months)

Co-directed studio, responsible for all Strategy and UX: brand strategy, UX/IA, feature planning, Interactive design and prototyping. Also led research which included ethnography, usability studies and competitive audits. Managed multi-disciplinary team of up to 15 people on multiple projects.

Creative Director/User Experience Design, Strategy and Research

## STUARTSILVERSTEINDESIGN

Jan 2001 - April 2012 (12 years, 4 months)

**Owned and ran 4-12 person design shop.** Moved from Creative to UX/Brand Strategy. Clients were mostly small to mid-sized focusing on e-Commerce. Also included Market Strategy, eMail Marketing, ActionScript and HTML/CSS, as well as project management/production.

## Education

University of Miami  
BM, Jazz major, French Minor

## Software

### Design:

Adobe CC  
Sketch  
OmniGraffle  
Axure  
Proto.io  
Principle  
Zeplin  
InVision

### Research

ethn.io  
Validately  
Survey Monkey  
Qualtrics  
Treejack  
Usertesting.com  
Screencast  
Kampyle  
Get Satisfaction

### Business:

Adobe Analytics  
Google Analytics  
Optimizely  
ZenDesk  
Microsoft Office  
Basecamp  
Inspectlets  
Confluence  
JIRA

## Additional Skills

Agile/Scrum methodologies  
A/B Testing  
Amazon Alexa Skills  
Ethnographic research  
Eye tracking  
HTML5/CSS3  
Git Flow  
Lean/Remote User Research Techniques  
Slackbots

### Spoken Languages:

French (Conversational), Spanish (Conversational), Mandarin (Beginner)