

Phillip Randolph Carter

PRODUCT DESIGN

+ UX ARCHITECT

I love solving complex problems to help people. I've been integral to multiple market-changing successes in technology and services, and I can help organizations get where they want to go.

It's easy to obsess over the 'how' and lose the 'why'?... That's where experience and perspective can help, especially when combined with solid design methods: Work the right problem... create alternatives to iterate and test... and, maybe the most important thing, communicate and build teams that can get there together.

KEY PRODUCT DESIGN SKILLS

User-centered agile design methods + Discovery and critical thinking + Concepts and user testing + Interactive mockups + Data analysis and visualization + Graphic design and effective presentations + Planning and dynamic adjustments + Finding order in chaotic inputs + Translating ideas so they matter to listeners + User personas and archetypes + Webinars, interviews + group speaking + Customer experience journey mapping + Building cultures of healthy criticism and collaboration

RECOMMENDATIONS

"...Randy is an extremely strong user experience professional who has a deep understanding of the psychology of his craft... Additionally, he possesses the critical skill of applying research results (both his own and the research of others) to actual business applications."

Chris Anderson - VP Service Strategy & Ops at Salesforce

"If Randy played Major League Baseball, he would be the ultimate utility player. His deep technical knowledge and business experience let him move effortlessly between positions and bring excellence to product, marketing, design, creative, content and more... he is generous with his time and knowledge and able to communicate the most complex technical concepts in a way that is conversational and human. And like any great player, he brings out the best in his teammates."

Gina Clarkin - Senior Product Marketing Manager at Gladly

ONLINE LINKS

[LinkedIn Profile](#)

[Full Web Resume](#)

[Design Portfolio](#)

[12 Recommendations](#)

CONTACT

cognitivevent@gmail.com

704-408-4635 mobile

Raleigh NC USA

PROFESSIONAL TRAINING

Certified ScrumMaster, Storybrand, Contextual Inquiry, Rational Unified Process and use cases, Capability Maturity Model Integration (CMMI), Omniture Advanced Web Analytics, TeaLeaf

TOOLS

Adobe Creative Suite, Atlassian Jira/Confluence/Trello, Miro, Figma and FigJam, WordPress, Google DataStudio and other analytics tools, Tableau, Asana, Basecamp, Notion, Slack, Microsoft Office Suite, Zoom, ON24, Seismic, PathFactory, Mailchimp, SurveyMonkey, TruVoice

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EDUCATION

Georgia State University
Graduate Business School
1988-1989 MBA Marketing
Unfinished

Auburn University
B.ID multidisciplinary degree
in Industrial Design
Minor in Sociology
Tau Sigma Delta
Architecture/Design Honorary
IDSA Merit Award

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EXPERIENCE

Gladly - *Product Marketing, 2021-2022*

Synced product marketing with product managers across multiple teams. Content for sales teams, website, blogs, webinars.

Genesys - *Product Marketing Director, 2016-2021, UX Architect for Orgspan and PureCloud, 2012-2016*

Product marketing strategy, collaborations and execution for websites, advertising, and disruptive sales-storytelling. Coordinated with product management, sales, support, services, and education using agile user-centered approaches. Designed foundational browser, iOS, and Android UX architectures.

WebAssign - *Director of User Experience, 2010-2012*

Online homework and testing systems used by hundreds of thousands of students. Led design concepts and strategy for next-generation learning-map systems. Now owned by Cengage.

BlueStripe Software - *Product Designer, 2009-2010*

Brilliant triage mapping tools for complex multi-tier applications. BlueStripe was purchased by Microsoft in 2015.

Lulu Enterprises - *Director of User Experience, 2007-2008*

Strategic design direction and day-to-day management and coaching agile teams. Website and web-app design and analytics for digital content publishing.

Wachovia - *AVP eCommerce User-Centered Design, 2006-2007 Finance and eCommerce Consultant, 2004-2006*

Information architecture, vendor evaluations, and marketing analytics support. Cross-business consulting with investment banking, treasury services, and wealth units on new products, business requirements, mockups and user testing.

S1 Corporation - *Chief Interface Architect, 1995-2004*

Invention of browser-based online banking, insurance, and brokerage functions with back-office support systems. Architecture and migration through several generations of web technologies.

Peachtree Software - *Interface Architect, 1994-1995*

GUI development and analysis for Windows and Macintosh small-business financial software. Organized annual product planning workshops, directed in-house usability lab.

Ratio DesignLab - *Director of Industrial Design, 1988-1994*

Created design group within an existing electronic and software engineering firm. Concurrent engineering services for medical, electronic, and software clients. Incubation at Georgia Tech ATDC.

PATENTS

2017 US patent - *Correlation/covariance reports data selection*
2013 US patent - *Rules-based groups using people as nodes*
1994 US patent - *Pulse-width modulated battery-powered heaters*
US+Japan design patents for language training devices