

# Bill Holland

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## Professional Experience

### Senior UX Designer | IHS Markit

*September 2015-Present*

Markit Digital serves the world's largest financial institutions, building custom web and mobile applications in an enterprise Agile environment. Utilized Sketch, Invision, and Adobe Illustrator for rapid prototyping through final visual designs. Led teams or personally designed elegant back office and retail products for Prudential, Schwab, and Morgan Stanley.

- Distilled user interviews and hundreds of pages of complex business requirements into an intuitive financial product performance reporting application, resulting in an estimated 25-30% annual time savings for 25 employees.
- Trained team members in facilitation and usability testing techniques, further improving understanding of business- and end-user needs at the outset of and throughout each project.
- Designed an updated process strategy incorporating additional user research, to better partner with clients and serve their customers' needs.

### Lead Mentor—UX Design | Boomtown Accelerator

*August 2015-Present*

Served as a volunteer UX design advisor to several tech startups, including most recently Agathos and VisibleHand (both in the health care space), and WageKick (connecting service workers with potential employers).

- Early design consultations contributed to VisibleHand's rapid and continuing growth, leading to several dozen implementations in assisted living centers throughout the United States.

### Entrepreneur/Service Designer | Holland Photo Arts

*September 2002-October 2016*

Holland Photo Arts (hollandphotoarts.com) served nearly 400 discerning clients with creative wedding photojournalism.

Co-founded and guided company to successfully navigate revolutionary industry changes and become among the most respected in the industry. Using a service design mindset, drove product design and development, earning Agile Scrum Master certification. Achieved proficiency in Adobe Photoshop and Illustrator, and Balsamiq. Hired and trained employees to identify and place customer needs first.

- Designed information architecture, and created low- and high-fidelity prototypes for four versions of company web site. Conducted usability testing and hand-coded two of the sites using HTML/CSS3.
- Grew revenue to top 10% of all U.S.-based studios, supporting two full-time and two part-time employees. Consistently maintained profitability, doubling earnings within four years of inception.
- Created an event retrieval tool for clients using a unique taxonomy over an existing CMS, enhancing event planning efficiency.

### Executive Director | The Foundation Workshops

*February 2005-February 2012*

The annual Foundation Workshop is a rigorous educational experience for photographers looking to make revolutionary improvements in their art and craft.

Recruited an experienced faculty and staff of 30, including Pulitzer prize-winning photojournalists. Led staff to design curriculum, created marketing campaigns for an international reach, maintained annual budget, and served as an instructor and counselor.

- Increased enrollment by 80% and revenue by 250% within four years.
- Each year's open-enrollment workshop was sold out with a wait list. Served over 240 professionals in their continuing education.

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## **Independent Design Consultant**

**October 2001-September 2003**

*UX Designer & Researcher | Wells Fargo (formerly Wachovia Bank)*

Consulted on improvements to web application's interface design to serve the bank's Certified Financial Planners. Partnered with team for post-market hours QA testing of periodic software updates.

*Business Process Analyst | Capital One*

Delivered needs assessment and requirements analysis for the credit card division, facilitated marketing campaign changes to efficiently expand customer engagement.

- Detailed marketing campaign implementation plans reduced campaign durations by 50%. Efficiency improvements led to projected annual savings of \$64 million.

*Usability Specialist & Project Manager | Lockheed Martin*

Led a five-person team to build a resource site for *Social Security Administration* attorneys and judges for adjudication of Medicare appeals cases. Simplified complex information architecture to promote flexible search criteria. Conducted ethnographic research and led all usability testing.

- Delivered a fully operable web-based knowledge base on time and under budget, receiving Lockheed Martin Peer Award for Excellence in Project Management.

## **UX Designer & Usability Engineer | Olympus Group**

**November 1999-September 2001**

Olympus Group was a high-growth web design and database development agency serving the U.S. government and major corporations.

Designed web-based user interfaces using HTML, CSS, and ASP; site taxonomies; and style guides for the *NFL*, *Microstrategy*, *Nextel/Sprint*, and the *CIA*. Conducted and interpreted end-user usability testing and offered iterative design recommendations.

- Introduced user centered design and created user experience (UX) designer position. First-year revenue from UX methods were \$120,000 as a result.
- Served as lead analyst for a recruiting web site for the *NFL* and government portal web site for the *CIA*.
- Designed web-based timesheet system using XML and ASP, maximizing client engagement.

## **Technical Instructor | Computer Associates**

**December 1998-November 1999**

Taught intensive weeklong courses around North America to network administrators and engineers on Unicenter TNG, an enterprise network monitoring system.

- Consistently received instructor evaluation scores of greater than 90%. Passed all written and oral examinations on first attempt, obtaining teaching certification 25% faster than peer instructors.

## **Nuclear Power Plant Operations Supervisor | U.S. Navy**

**June 1986-September 1998**

Successfully graduated from an academically and psychologically rigorous engineering training program. Supported ship's mission during combat operations during the Persian Gulf war. Achieved expert-level proficiency and also taught basic and advanced nuclear systems theory, design, and integrated plant operations to all levels of plant operators, including prospective ship commanders.

- Led a 20-person team as division manager in the safe operation, maintenance, and upkeep of a shipboard-based nuclear reactor plant. Ensured the highest level of quality assurance, resulting in near-100% operational capability.
- Youngest Non-Commissioned Officer (NCO) to qualify Propulsion Plant Watch Supervisor, the most senior level of professional attainment.
- Awarded distinction as a Master Training Specialist, a designation awarded only to those within the 90<sup>th</sup> percentile of all naval instructors.
- Designed scheduling aids, saving 5,000 man-hrs/yr and chosen by Navy inspectors as a model for other fleet supervisors. Singled out as "most knowledgeable operator" by fleet-wide nuclear inspectors.
- Hand-selected to serve in initial manning of the aircraft carrier USS John C. Stennis's pre-commissioning, a post offered to fewer than 5% of qualified sailors. Developed all coursework and written exams for newly assigned operators specializing in nuclear machinery operation.