

Henry Tavarez

SENIOR UX STRATEGIST / LEADER
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PROFILE

I am a Senior Experience Design Strategist and Leader with over 17 years experience having filled the roles of Design Executive, Creative Director, User Experience Designer, Interaction Designer, Information Architect, Business Analyst, Visual Designer, Web Designer and Web Developer supporting the creation of large scale web sites, web applications, mobile apps, and enterprise software for a variety of clients including Fortune 500 companies and government.

EXPERIENCE

BUSINESS ANALYST TEAM LEAD, C-HIT; COLUMBIA, MD 2022-PRESENT

Lead BA team and scrum masters for the Identity Management team serving the US Centers for Medicare and Medicaid Services (cms.gov).

- Interface directly with the customer and business owners to gather, analyze, validate and document functional and business requirements.
- Support development staff and SMEs to ensure requirements meet specifications and client expectations.
- Facilitate scrum ceremonies such as grooming, prioritization, daily stand-up calls, story reviews and demos.
- Operate within an Agile environment (SAFe).

HUMAN CENTERED DESIGN LEAD, C-HIT; COLUMBIA, MD 2021-2022

Leading HCD processes for the Identity Management team serving the US Centers for Medicare and Medicaid Services (cms.gov).

- Focused on advocating change towards a user-centric research based environment
- Assist with implementation of a design system for their IDM Portal application based on the US Web Design System (USWDS)

FOUNDER/HEAD OF USER EXPERIENCE, REBEL UX; WASHINGTON, DC 2018-2021

Founded a user experience design consultancy in Washington, DC with the goal to design great digital products, apps and experiences for its customers. Provide user experience, interface design and product strategy services. Provide a solid UX process to expose opportunities for improvement while helping to determine where problems may arise in the future. Consult with small startups to Fortune 500 companies to bring their digital product strategies to life.

PARTNER, USER EXPERIENCE, ARROW DIGITAL; WEST PALM BEACH, FL 2016-2018

In my capacity as Partner of User Experience at Arrow Digital, I oversaw the User Experience practice and worked with clients to develop their vision, objectives and digital roadmaps - before working with Arrow's project teams to ensure their vision was met. At every point in the client's experience, it was my goal to create a unique and delightful experience by infusing Arrow's expertise and values across all clients, products, services, and interpersonal interactions.

- Grew small UX team into a successful practice area responsible for \$3 million in annual billable revenue.

- Led the overall UX strategy for all financial tech software projects with largest client, PwC, which accounted for over \$10 million in annual revenue.
- Scaled UX methodologies and mentored senior associates to manage multiple work streams across consumer and enterprise clients while adhering to Arrow's standards and values.
- Oversaw major digital projects for Cracker Barrel, GL Homes, Hilton and In Touch Ministries.

CREATIVE DIRECTOR, ARROW DIGITAL; WEST PALM BEACH, FL 2011-2015

Led a team of very talented web designers and UX professionals. This multi-disciplinary leadership role revolved around leading the design of highly interactive web and enterprise solutions from concept to completion as well as translating business goals and user needs into UX strategies.

By infusing UCD methodology into the very successful software development life-cycle at Arrow, I was able to increase the quality of the user interfaces for both the web design and enterprise software portions of the business.

UX LEAD/SENIOR ASSOCIATE, ARROW DIGITAL; WEST PALM BEACH, FL 2010-2011

Led the user experience discovery, research, design, and implementation of several projects for a wide variety of clients including Hilton, PwC, and Virginia Credit Union.

- Designed the default skin and template used for version 6 of DNN's Content Management System which had been downloaded and used over 330K times in the first 6 months.
- Implemented a UX discovery process which has allowed the company to better scope projects and implement higher quality designs that better met the client's objectives.

USER INTERFACE ARCHITECT, RESUMESPONGE; FORT LAUDERDALE, FL – 2010

Led all front-end architecture and development. At ResumeSponge, my focus was to implement interactive design interfaces, and architect front-end coding practices to ensure growth and scalability. Collaborated with outside agency to test designs and iterate on interfaces.

SR. INTERACTION DESIGNER, CAMPUS MANAGEMENT; BOCA RATON, FL – 2008-2010

Established a signature brand and UI for the company's corporate web site. Developed the framework used for creating both the UI prototypes and the future architecture of their software presentation layer. Designed and developed the full design system for the UI of the entire suite of products as they transition from legacy desktop software into web applications. Use of semantic web standards and progressive enhancement techniques have added increased usability, accessibility and made the applications 508 compliant, making the software available to additional institutions and markets.

INTERACTIVE ART DIRECTOR, EXTINCTION LEVEL; FT LAUDERDALE, FL – 2005-2010

Extinction Level is an interactive media design firm. Led projects to created websites, flash applications and other design projects for various companies such as Crispin Porter + Bogusky, Wieden+Kennedy, Slim Jim, Volkswagen, BMW Mini Cooper, CareerBuilder.com, Nike, Virgin Atlantic, eDiets.com, Niche Applications, Joey New York and RepStars Int'l.

EDUCATION & MILITARY

ART INSTITUTE OF FORT LAUDERDALE – B.S. INTERACTIVE MEDIA, 2005
Graduated Magna Cum Laude, Awarded Best Portfolio

UNITED STATES MARINE CORP – COMMUNICATIONS, 1995-1998