

**Brent A Lackley** • brent@UXUI.expert • 678.753.6551

- **UX for Innovation & Enterprise** - End-to-End Experience Pilot. Discovering additional value and performance in enterprise systems, market shifting products & services: Research, Planning, Design, Testing, Analysis, Thought Leadership in a lean, refined process for deeper, cost-effective insights on a faster schedule. Creator of *Maximum UX* for profit, savings, & risk balance.
- **Performance Modeling KM** - Analyze, define, & model effective value producers or processes to repeat successes, avoid failures, create fast & effective training tools, reveal pain points for efficiencies, gain insights for scaling ops, justify investment with clear value estimates, & reveal unseen opportunity - Combine in a Knowledge Management framework as your force multiplier. Author of *"Innovate By Insight: Modeling User Experience Into Contributor Experience"*.

*"Brent has a unique ability to navigate and simplify a complex system, clarify value, and build innovation steps using that value."* - Fmr IBM Executive (now with Amazon)

**Principal, UXUI.expert** - Creator of MaximumUX for Innovation, Performance, Profitability. Author of *"Innovate By Insight: Modeling User Experience Into Contributor Experience"*

- Wells Fargo - Loan QA process. Data collection engine opportunity insight & consulting.
- AT&T - Big Data Platform design, UX, UI, Data visualization. Knowledge Management System strategy & wiki implementation (wikimaster, KM thought leadership).
- The Home Depot - UX evangelism, standards & ROI. Vendor Services & Pro POS redesign.
- IBM - \$1.1 B wining sales proposal consulting & design. Win process analysis & modeling.
- Jackson Healthcare - Hospital software usability, UI design, assets library, best practices.
- AXA - (Fortune Global 15) Division value proposition, marcom strategy & intranet overhaul with content creation, training, eLearning.
- Coca-Cola - Data analysis engine consulting, UI design.
- U.S. Gov / CDC - Disease information design, development, information management.
- SleepMed - Medical technology platform, medical device UX & UI, admin system.
- Jeld-Wen - (Largest US door, window mfr) Vendor ordering system overhaul & redesign (B2B).
- The Prinzo Group - Project Management & Training interactive model, Interaction standards setup.
- Other clients include - Delta Airlines, 3M, Graphic Packaging International, Fripp Island Resort, Visix (Hilton Hotels, Johnson & Johnson, etc.), Children's Book Publisher, StateAction

### Primary Skills

- **Discovery Expertise / Learn** - Deep insight research in a faster timeline across internal influences, vendors, users, competitors and determination of unknown factors
- **Analysis** - Pattern Analysis, Performance & Value Modeling, Efficiency & Improvement Analysis
- **Design / Build** - User Experience Tools & Agile Process, Information Architecture, User Interface Design, Use Cases, Documentation, Journey Maps, Ideation, Rapid Prototyping
- **Testing** - User Testing to drive understanding in iterative improvements
- **Thought Leadership** - Design Thinking, Strategy, Organization, Process Improvement, Planning Short-Long Term, Logistics, Tactics, Documentation, UX Evangelism, Course Curriculum & Teaching
- Information Architecture, UI Design, Brand, Help Documentation, etc. Requires Stakeholder Access
- **Marcom** - Deep background in Branding, Marketing, Design, Comm - Startups to Fortune 50
- **Content** - Copywriting, Photography, Design & UX Tools
- **Management** - An Independent Contractor manages through insight, ideas, and persuasion
- University of Georgia, Agr. Communications

### Engagement

- **Simplify** - Short term jump start, high impact foundation or course-correcting engagement.
- **Clarify** - A sole resource for your specific project: Comprehensive lifecycle thought leadership, process and design engagement for a product (or product set), service, organization (most popular).
- **Magnify** - Support from outside eyes with fast, efficient traction to evolve critical issues. Retained, engagements for prioritization with flexibility.