



Brent A. Lackley

www.UXUI.expert

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Atlanta, So. Florida, Most U.S. Locations

UX - Uncovering and guiding value to consumers. Supporting highly effective value producers.

Innovation - Design thinking across dynamic systems for profit, savings & risk balance.

UXUI.expert, Principal - Highlights;

Creator of [MaximumUX](#) for Innovation, Performance, Profitability

Author of [“Innovate By Insight: Modeling User Experience Into Contributor Experience”](#)

- [Wells Fargo](#) - Leveraged UX Process to turn a small, internal application into a data collection engine feeding an insight & performance platform for company-wide profitability increase. In-depth requirements gathering, Analysis, Thought Leadership, IA, Design. *Long-term, off site.*
- [Wells Fargo](#) - Loan QA process consulting, ui design, development. *Mid-term, off site.*
- [AT&T](#) - Big Data Platform UX, usability & ui design, data visualization; Deep requirements & needs research, vision development, information architecture, wireframes, demos, user testing and analysis reporting, style guide, transitioned design process to Agile from waterfall. Application brand & white paper authoring, editing, design and illustration. Developer and team Knowledge Management strategy, planning, wiki development, wiki Master. *Long-term, on & off site.*
- [The Home Depot](#) - Introduced UX including research and testing & Usability Design Program including ROI concept, standards and practices. IA, UI design, & front end development for vendor services mobility, large-scale customers, POS management. *Mid-term, on & off site.*
- [IBM](#) - \$1.1 B sales proposal consulting & design including research, branding & communications followed by (after winning the project) analysis and modeling of best practice sales win factors for performance training. *Long-term, on and off site.*
- [Jackson Healthcare, CareLogistics](#) - Hospital logistics software usability, UI design for traditional and mobile applications. Assets library define, build, best practices documentation, style guide. *Mid-term (multiple projects), on-site.*
- [AXA](#) (Fortune Global 15 co., \$125B) - Marcom overhaul; Value defining, positioning, strategy & materials for retail and training built on B / C suite research interviews & analysis. Intranet design, technology efficiency planning, Instructional & eLearning design. *Long-term, on-site.*
- [Coca-Cola](#) - Web application usability analysis and consulting, GUI design and development for emerging data relationship analysis technology. *Mid-term, on-site.*
- [U.S. Government](#) (Lockheed Martin) - Web design, front end development. Information management. *On-site.*
- [SleepMed](#) - Medical technology platform value model, home medical device UX and UI design, physician administration system interface design, patient smartphone / mobile usability consulting and screener design, front end development. *Long-term off site, frequent on-site meetings.*
- [The Prinzo Group](#) (Project Management & Training) - Interactive project management methodology model & training program including training standards, technology choice, brand strategy and design, interactive theory / training model design & presentation dev.: *Off site, on site meetings.*
- [Other Clients](#); Delta Airlines, 3M, Infrastructure Engineers, Graphic Packaging International, Bass Computers, Fripp Island Resort, LogoIncluded, Children’s Book Publisher, StateAction, Kairos, Kobatera, Presentation Pro, Visix (Hilton Hotels, Johnson & Johnson, etc.), Fiber Optics Co. *Projects include value, operational and offering assessment & consulting, rebranding with visual & messaging assets, speech writing, presentations, animations. sales assets & applications, white paper, help / instruction, advertisements, political strategy with resolution for state house & senate.*

“Brent has the unique ability to simplify navigation of the complex and innovate the delivery of value.” - IBM Executive

Skills

- **Discovery** - Deep Insight Research Across Internal Influences, Vendors, Users, Competitors
- **Assessment** - Market Positioning, Value Proposition, Heuristic & Usability Eval, Process Efficiency
- **Strategy** - User Experience / Customer Experience Strategic Consulting, GUI Design
- **Leadership** - Vision, Thought Leadership & Innovation in Planning, Product & Process
- **Design** - Interface Design, Interaction Design, Brand, Presentation, Marketing
- **Communications & Content** - Authentic Voice for Sales, Instruction & Presentations
- **Branding** - Corporate Branding, Executive / Personal Branding
- **Efficiency & Improvement** - Pattern Analysis & Performance Modeling
- **Business Development** - Client, Vendor, Internal Relations, Pre-Sales & Sales Process w/ Assets

Tools & Technologies

- **UX tools & process** - (10+ years)
- **UI Wireframes, Prototypes, Demos** - iRise / Axure, OmniGraffle, Visio, etc. (10+ years)
- **Vector Design** - Adobe Illustrator (10+ years)
- **Pixel Design / Imagery** - Photoshop, ImageReady, Fireworks (10+ years)
- **HTML & CSS** - Dreamweaver (10+ years) , Bootstrap (4 years)
- **Interactive & Animation** - Adobe Animate, etc. (10+ years)
- **Video & Audio with Editing** - Final Cut Pro, etc. (10+ years)
- **Photography** - Photo Journalism & Documentary, Product Photography (10+ years)
- **Knowledge Management** - Wiki (5+ years)
- **Copy Writing, Editing** - (10+ years)
- **Documentation** - PDF, Adobe Acrobat (10+ years)

Online

- UX, UI Design: UXUI.expert
- Strategic Designs & Messages: GoFullSpeed.com
- Performance Analytics & Interactive Modeling: ModelResponse.com

Education & Professional Certifications

University of Georgia, Athens, GA - B.S., Agricultural Communications (1 class remaining)

Additional

History; Boy Scout leader, American Sign Language interpreter & instructor, Entrepreneurship in business and arts, Photojournalist & gallery photography, Furniture & home goods design and building, Martial Arts & Self Defense Instructor to all ages, Author, Sporting outdoorsman, Global work and travel.

"Brent has consistently consulted and delivered high quality products on-time, and has quickly developed a good understanding of our business to enable him to work closely with us on all projects." - Client VP

Maximum UX for Innovation, Performance & Profitability

Jump Start *[simplify]*

Short term, high impact foundation or course-correcting engagements.

Sole Resource *[clarify]*

Comprehensive lifecycle thought leadership, process and design engagements. (most popular)

Support *[magnify]*

Outside eyes with fast, efficient traction to evolve critical issues. Retained, flexible engagements.

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