

Brent A Lackley • brent@modelresponse.com | Stakeholders only, No recruiters

Raise enterprise performance in both tools and teams through UX, the human-oriented improvement science, built lean for rapid enterprise profitability and innovation;

- **Enterprise Tools** - User Experience for Enterprise IT operational superiority & cost saving efficiencies. Rapidly identify slowdowns & uncover efficient solutions in IT or any process, practice, product, service, or operation.
- **Enterprise Talent** - Practice Modeling to raise enterprise team profitability performance. Capture your most profitable performers in a rapid-share, rapid-adapt, interactive practice model for use in repeating wins and avoiding losses.
- **Enterprise Teamwork** - Collaborative tools with techniques to find more innovative solutions, more quickly. Collect and connect ideas, skills, and feedback as a shortcut to insights in solving your critical challenges and innovation demands.

Author of “Solving Enterprise Slowdown: The Innovation Question - How Leaders Turn From Bureaucracy Into Innovation” and creator of Innovation Clarity. Simplifying complex systems, clarifying unseen value, & magnifying pathways to insight and innovation.

Skills

- **Discovery** - Find Value: Insight-focused research uncovering influence sources and delivering idea maps. :: *Interviewing, outside eyes perspective, confidentiality, objective reporting.*
- **Organization** - Edit Value: Architecture of self-sustaining, practical systems made to build contributors and attract contribution. :: *Pattern analysis, design thinking, strategy, process improvement, short to long term planning, logistics, tactics, documentation, learning programs & support materials, course curriculum & teaching.*
- **Tools Design** - Leverage Value: Influencing users while collecting and delivering easily consumable value. :: *Product Design, User Experience tools & agile processes, information architecture, user interface design, data modeling, performance and value modeling, documentation, use cases & scenarios, journey maps, ideation, rapid prototyping, user testing. Deep background in branding, marketing, design, copy writing, photography, presentations, communications.*

Experience - UXUI.expert, ModelResponse

- 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
- University of Georgia, Agr. Communications - Mixture of hard sciences, journalism, graphic comm.

Engagement - Project or purpose basis. Time & budget constraint discussions welcomed.