



WESLEY W. BARR  
USER EXPERIENCE LEAD

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**PROFILE** Dedicated User Experience Lead and advocate for usability and discoverability in products, marketing and corporate identity systems. Experience leading large product teams and developers, both locally and overseas with front-end visuals and long-term experience strategies on 14 multinational products, two of which generated over a billion dollars annually. Management and mentoring talents with experience leading strategic partners on processes and product direction.

**WORK EXPERIENCE**   SPRINTRAY, GLENDALE, CA

**User Experience Lead, 2021 - 2022**

Led new UX initiatives for a growing startup. Built a UX practice by developing new UX processes, growth plans, and creating new relationships with vendors to ensure the best experience for all 20+ products.

- Conducted research on SprintRay customers and Sales & Marketing stakeholders in order to create personas for all of SprintRay's products.
- Doubled UX output and cut delivery times in half by rejuvenating relationships with external vendors, helping aid UX discovery workshops, and implementing daily work within the scrum teams.
- Increased department satisfaction by partnering with Product Management and Development leads on new processes that integrated UX within the scrum team framework.

BEYOND LIMITS, GLENDALE, CA

**User Experience Lead, 2020 - 2021**

Collaborated with data scientist and energy industry leaders in creating new innovative software that utilizes machine learning and other AI methodologies. Led and mentored product team members on UX principals and other product owner duties.

- Served as the interim Product Owner for a multi-million dollar oil refinery product that operates some of the world's largest oil refineries.
- Assumed the responsibilities of an Engagement and Resource Manager for a small but influential department of 4 designers and outside contractors on 6 ongoing AI products.
- Led the product experience vision on new engagements with product team members, creating products for the largest energy producers in the world.

Initiatives

- Established a design system with rules and guidelines within the product and development teams.
- Created new product processes and handoff strategies to ensure a clean and consistent code base as well as to shorten time and increase resources for more blue sky endeavors.

ERNST & YOUNG GLOBAL LTD, NASHVILLE, TN

**User Experience Manager for Americas Tax Technology Group, 2019 - 2020**

Spearheaded a new UX initiative for a \$4-billion tax firm that supports 120 products and 8 technology groups. Built a UX Center of Excellence that is focused on revitalizing the tax software industry and reducing operations and production costs 30% by FY 2021.

- Provided consulting and resourcing for 20+ products simultaneously by screening and mentoring UX contractors, outside agencies and internal vendors.
- In 4 months time, mobilized and mentored a team of 22 designers and researchers on UX best practices and product management basics to make them the most well-rounded group of designers in EY.
- Generated \$2.5-million of new business by providing software audits and creating UI on greenfield software proposals.



**WORK EXPERIENCE** NORTON LIFELOCK INC, CULVER CITY, CA  
(CONTINUED) **User Experience Architect, 2017 - 2019**

Served as Head of Norton's UX vision and strategy for 30+ cross-platform products, such as Norton Security, LifeLock, and Surf Easy, that have been deployed to 36 countries.

- Mentored a team of over 25 designers on UX principles, UI design, user research, and content strategy by fostering open communication, workshops, and collaborative problem-solving environments.
- Introduced new hiring methods that tested applicants' problem-solving skills, thereby increasing the chances of finding talented people, not just talented work.
- Wrote new guidelines on product health statuses that affect all of Norton's products. Previous differences in stakeholder security philosophy were unified into a single principle as a direct result.
- Successfully created a strategic integration plan of 30+ products into a single experience. This plan provides assistance with feature awareness and imparts explicit value to end users. This action persuaded the executive and product teams to shift investment into five key areas that had previously been unexplored.

EQUINIX, INC., REDWOOD CITY, CA

**User Experience Lead, 2013 - 2016**

Provided coaching, direction, and leadership to 7 UI/UX designers on all phases of UX, including scope of design projects, choice of proper user research tactics, discovery of underlying user needs, creation of prototypes and critiques of design and copy.

- Collaborated, created and presented new UX processes. This transparency managed stakeholders' expectations and helped to establish the amount of work needed in a given sprint as well as timelines for our global product team and program managers.
- Transferred previous successes from a standardized UI components library across the entire department, cutting turnaround times for design and engineering significantly and emboldening our teams to become truly agile in practice and not just name.

EQUINIX, INC., REDWOOD CITY, CA

**User Experience Designer, 2011 - 2013**

Orchestrated a UX strategy and design for Equinix's internal ordering and maintenance portals that outperformed the call centers, thereby cutting costs substantially and increasing revenue from \$200,000 annually to over a billion dollars in 4 years.

- In 6 months, migrated two internal customer-facing portals into a single experience and successfully established a standard group of UI components, removing many pain points for 20 cohorts and exceeding all measurements of success.
- Served as the interim Product Manager and led the product team's vision of the company's customer-facing portals.

**RELEVANT SKILLS** Graphics Software: Figma, Sketch and InVision.

Industry Knowledge: Product Strategy, Visual Design, Strategic Vision, Graphic Design, Motion Graphics, Art Direction, Project Planning, Project Management, Interaction Design, and Information Architecture.

Interpersonal Skills: Stakeholder Management, Cross-functional Team Leadership, Mentoring and Coaching.

**EDUCATION** Purdue University, Indianapolis, IN  
Bachelor of Science in Mechanical Engineering & Technology

**PORTFOLIO** [www.dontmakethemthink.com](http://www.dontmakethemthink.com) password: logmein

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