

Steve Noone

UX Design and Product Management

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I deliver thoughtful, detailed, user-centered product and design solutions that support user needs and achieve business goals.

Experience

Sr. Manager: UX Design – AutoVitals Jan. 2020 to Current

- Managed B2B professional service division team, responsible for nearly 400 client websites in the U.S. and Canada.
- Redesigned Appointment Request funnel delivering 300% more leads to clients while lifting Average Repair Order (ARO) value.
- Designed a reporting dashboard to improve customer retention by showing the ongoing value of our web platform.
- Led redesign and realignment process for the AutoVitals corporate website, focused on user needs, to deliver higher-quality leads.

Director of Product Dev. – Flume Water Feb. 2019 to Jan. 2020

- Detailed, iterative UX design using Sketch, Figma and InVision to develop recurring-revenue features within the mobile app.
- Designing and deploying optimized landing pages to support marketing campaigns – delivering a 300% lift in conversion rates.
- Strategy and UX design for Leak Finder lead-gen partnership with Home Advisor, connecting Flume users with local professionals.
- Flume Utility Dashboard and FlumeFleet product strategy and UX design, based on feedback and requirements from our utility partners.

UX Design Team Lead – CoStar Group Feb. 2018 to Mar. 2019

- Conducted user research studies to inform product development and design decisions, delivering products that work for real people.
- Participated in the strategic planning and budgeting process to set priorities and build the product roadmap for the division.
- Conducted annual reviews, and provided guidance and coaching to improve the performance of the design team.

Professional Skills

My daily workflow includes:

- **Researching** user needs
- **High-fidelity design** with Sketch and Figma
- **Consensus building** With project stakeholders
- **Asset delivery and support** for development teams
- **User testing** with Optimizely
- **Continuous improvement** of the user experience

Publications & Presentations

Designing with the Dark Side
<https://www.slideshare.net/SteveNoone/designing-with-the-dark-side>

Make UX Great Again
<https://www.slideshare.net/SteveNoone/make-ux-great-again-63833366>

Design as a force for good
<https://www.slideshare.net/SteveNoone/cal-poly-presentation-57536639>

Responsive HTML Email for iOS
<http://www.slideshare.net/SteveNoone/responsive-html-email-for-ios>

Optimizing Website Development Practices with Cal Poly and JPL
<http://whattheythink.com/news/71191-cal-poly-nasajpls-partner-building-model-effective-website-communication/>

Education

Bachelor of Science in Journalism

California Polytechnic State University, San Luis Obispo

Senior UX Designer – CoStar Group

Feb. 2012 to Feb. 2018

- Led UX design and front-end coding for SEO optimization tools used to create static content on Apartments.com.
- Led redesign of desktop and mobile sites for multiple web properties including BizBuySell, BizQuest, LandAndFarm and Lands of America.
- Launched responsive version of BizBuySell, which has delivered a 270% increase in conversions and outperformed expectations.
- Redesigned the new user registration, ecommerce and checkout flow for LandandFarm, delivering a 93% increase in registrations and a 27% increase in premium plan conversions.

Consulting Associate – NASA/JPL/Cal Poly

Aug. 2014 to Mar. 2016

- Conducted on-site workflow review and skills assessment for JPL web team (Graphics and Photographic Services).
- Provided lecture-format training seminar series covering the UX process, CSS3, AngularJS, responsive layouts, and UI design principles.
- Delivered multi-day training programs to level-set web development skills, workflow management, and client service procedures.
- Worked with the Cal Poly Graphic Communication Institute to create a web skills curriculum: <http://www.grci.calpoly.edu/special-projects/jpl>

Web Manager – Santa Cruz Biotechnology

Mar. 2011 - Feb. 2012

- Managed daily operations and enhancements for a global bio-medical e-commerce website with significant overseas sales in Europe, China, South Korea and Japan.
- Redesigned and dramatically simplified ordering process, increasing global web sales by 7.5%
- Implemented localization strategy to serve fully translated web content in 9 languages.

Web Team Lead/Sr. UX Designer – Esri

Nov. 2008 - Apr. 2011

- Initiated a web-design comp review process and helped build a usability-testing process for web applications.
- Managed dozens of concurrent web projects and led a team of 6 talented web designers and front-end developers.
- Co-authored a 40-page Web Style Guide to set standards for ESRI.com and 60 International Distributor websites.
- Instituted a web Quality Assurance process to ensure code validation, SEO optimization, and style-guide compliance.

Professional References

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<https://strava.com/athletes/387080>