David Mabury

Portfolio and contact: **mabury.com**

User experience and information architecture professional who works with teams to identify business goals, map customer experiences, prioritize features and user stories, and create solid interaction designs across channels and devices. Passionate trainer and mentor of clients and colleagues in creating interactive prototypes and UX pattern libraries.

Objective: To create sites and apps that speak the customer's language, anticipate their needs, and keep them in charge - all within the framework of well-defined business requirements.

SUCCESS STORIES

Workflow management system

Created process flows and UX prototype for a workflow management system to coordinate floor plan creation for a hospitality company's online room selection tool. The system helped speed collaboration between the floor plan project team and local contacts at more than 4,000 hotels in 93 countries. The project was completed ahead of schedule and led to a 183% conversion lift among 41 million-plus users.

Fundraiser management apps

Worked onsite with an Agile team to quickly iterate prototypes of mobile apps for guests and volunteers at thousands of fundraising galas each year. Analyzed feedback from each weekend's fundraisers to refine requirements for the next sprint. The result: increased engagement from guests and volunteers, and a substantial lift in fundraising for a major children's charity.

Brand creation platform

Built a high-fidelity prototype of a platform to allow companies to collaborate with intellectual property attorneys in creating new brand names. The prototype, with screens in Japanese and English, was ready in time for the law firm's client conference in Tokyo. Based on positive feedback at the conference, the firm proceeded with platform development.

Fast prototyping to refine requirements

Created low-fidelity interactive prototypes on the fly and projected them onto a whiteboard during a time-compressed requirements workshop. Stakeholders sketched their ideas and refinements right on top of the projection, then viewed the next iteration within minutes. By day's end the team had defined requirements based on the prototype exercise and the project continued on schedule.

Mentoring to build great teams

Led all-day classes in prototyping for client teams. Taught UX team-building concepts. Created a step-by-step guide for design sprint leaders. Led other mentoring presentations and exercises.

EXPERIENCE

Lokion, Memphis — Director of User Experience

2018 - PRESENT

Lead a team of user experience professionals in providing strategy, UX design, creative, and quality assurance services to help clients solve complex business challenges. Develop UX service offerings and help drive new-business efforts.

Lokion, Memphis — Senior Information Architect

2007 - PRESENT

Produce interactive prototypes/wireframes for requirements refinement and user testing, using Axure and UXPin. Train teams in pattern library creation and prototyping. Assess conversion funnel customer experience for ecommerce sites and make recommendations based on UX best practices. Define and validate UX for indoor mapping, wayfinding, and proximity marketing applications. Clients include Hilton Worldwide, FedEx, Hogan Lovells, LexisNexis, and ALSAC / St. Jude Children's Research Hospital.

ParlorMob Interactive, Memphis— Principal

1998-2007

Researched audiences and goals, performed user and task analyses, defined requirements, created sitemaps and wireframes, and wrote content for clients like Colgate-Palmolive and UBS Warburg.

iXL, Memphis — Senior Information Architect

1999-2000

Led information architecture and graphic design teams on commerce and intranet projects.

Towery Publishing, Memphis — Senior Editor, Internet Group

1997-1999

Created information architecture for a new corporate site.

Metrobeat / CitySearch, New York — Senior Editor

1996-1997

Wrote content guidelines for use at CitySearch sites nationwide.

EDUCATION

Bachelor of Arts, Hendrix College

Contingency Design, 37signals/Basecamp

Requirements Management and Use Cases, Rational Software

Usability and Human Factors, Human Factors International