

Ruben Carbonell

USER EXPERIENCE STRATEGIST 720.775.8668 RUBEN@RUBENCARBONELL.COM

I am an empathetic problem solver, using storytelling throughout the human centered design process to deliver meaningful experiences. I love leading designs and mentoring teams, from ideation to prototype to deployment using insights, analytics, and Agile to simplify workflows and exceed the target customer's expectations.

EXPERIENCE

COMMONWEALTH FINANCIAL NETWORK

USER EXPERIENCE STRATEGIST | 2.20 - PRESENT

- Oversaw creation of design systems, guidelines and experience principles that enabled more consistent experiences company wide.
- Collaborated with leadership to deploy new systems and workflows, from requirements and strategy gathering through execution.
- Mentored and trained staff on best practices to dig into unmet user needs and iteration with users to produce superior experiences.

BOSE

USER EXPERIENCE DESIGN LEAD | 5.18 - 11.19

- Led creation of a new business unit focused on open ear audio based on market research and user needs analysis with supporting user stories and vignettes to illustrate its benefits.
- Convinced company to discontinue a product that failed to deliver any core job to be done using key customer insights.
- Pivoted the focus to desirable products by building conviction using quantitative surveys and qualitative interviews.
- Persuaded VP management to diverge from Bose's typical internal development to publicly validate a new product.
- Fast tracked creation of a new headphone form factor using over 500 customers' comments and over 150 interviews.
- Crafted the entire user experience, from out of box to every day use, to ensure customers would be well served by the new product.
- Validated customers' needs were exceeded with frequent user testing in usability lab and real word settings.
- Guided individual contributors on best practices with UX patterns.

BIG DATA UX PROJECT LEAD | 12.14 - 5.18

- Generated new customer experiences based on big data insights to deliver personalized experiences using storyboards and personas.
- Founding member of the big data team at Bose.
- Introduced user experience processes and deliverables that laid the foundation for big data insights as it grew within the company.
- Validated user behavior assumptions inferred from data mining through iterative user research.

RESEARCH

| | |
|---------------|---------------|
| Qualitative | Quantitative |
| Analytics | Survey Design |
| Co-Creation | Ethnography |
| Diary Studies | Card Sorting |

USER EXPERIENCE

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|-----------------|--------------|
| Heuristic Eval | Wireframes |
| Jobs to be Done | User Journey |
| Personas | Storyboard |

APPLICATIONS

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|------------------|-------------|
| Adobe Suite | Sketch |
| Microsoft Office | Balsamiq |
| Omnigraffle | Axure |
| Figma | Lucid Chart |

EDUCATION

CARNEGIE MELLON UNIVERSITY
Master of Human-Computer Interaction
BS Computer Science and Human-Computer Interaction

PATENTS

- Adaptive headphone system.
US10657965B2, granted May 2020.
- Used context to adjust sound
 - User behavior informed pain points
- Conversational audio assistant.
US11039240B2, granted June 2021.
- Scripted many natural language interactions for an assistant
 - User insights revealed desired chats

- Successfully transitioned research into deployed software, helping users more quickly find desirable music.
- Showcased experiences that led to a dedicated voice team, and modeled workflows to inform the NLP work.
- Designed in an agile framework, providing timely feedback to the developers while prioritizing the backlog.
- Mentored interns, providing guidance on UX processes & outputs.

● GENERAL DYNAMICS | VIZ

LEAD USER EXPERIENCE ENGINEER | 8.08 - 12.14

- Led a large integration effort as the primary point of contact for companies to develop a unified common operational picture with big data into the deployed Command Post of the Future (CPOF).
- Saved the military time and money training by streamlining the user experience on common workflows.
- Led human-centered design (HCD) events between 3rd party companies, subject matter experts (SMEs), and developers to target user goals, resulting in a mandate to add HCD to all new military projects.
- Simplified the information overload of accessing big data via understandable and accessible visualizations.
- Created storyboards, workflows, and visualizations iteratively to mediate 3rd party software and SME goals, resulting in a simplified process for the warfighters.
- Illustrated clear user insights on joint processes, resulting in renewing a failed contract for another year.
- Used XML, XSLT, and SQL-like language to create ontologies and workflows based on those ontologies.
- Wrote SOAP and Rest calls to inject data into the common visualization engine.
- Prioritized SDK feature backlog based on key stakeholder needs, from charts to interactions to code.

● GLOBAL INFOTEK

SENIOR USER INTERFACE DESIGNER | 2.08 - 8.08

- Trained 20 engineering and management team members on user advocacy and design processes.
- Defined requirements and interfaces for military systems, resulting in winning the contract for a new project.

● HILLCREST LABS

SENIOR USER EXPERIENCE DESIGNER | 3.06 - 2.08

- Led the creation of television-based applications whose primary interface was a Wii-style cursor.
- Impressed external companies with the UX, resulting in them licensing the technology and experience.
- Convinced the CEO to alter the hardware design based on statistically significant customer feedback.
- Spearheaded creation of UX patterns, style guide, and philosophy focusing on a lean-back experience applicable to any content, while working closely with engineering, sales, and management teams.

● ELECTRONICS FOR IMAGING

SENIOR USER INTERFACE DESIGNER | 10.05 - 3.06

- Created the user experience for next generation print software using storyboards, personas and wireframes.
- Trained EFI team of 30 people on benefits of good software interaction and workflow design.

● GENERAL DYNAMICS | VIZ

INTERACTION DESIGNER | 5.02 - 9.05

- Designed the Command Post of the Future (CPOF) software, resulting in successful adoption such that it was fielded with the Army.
- Managed two designers to focus on potential workflows and iterating with SMEs and end users.
- Took ownership of how to monitor and gather feedback during military exercises, comprising of 30 - 100 stations, each attended by multiple people.
- Led co-design sessions to determine missing capabilities, improve workflows, and understand latent needs.