

DOUG HAVENS

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ACCOMPLISHED PRODUCT DESIGN MANAGER

A hands-on leader, forming the bridge between product strategy and design. Experience leading all aspects of SaaS application development process: research, discovery, build, test, launch. Display entrepreneurial spirit by taking ownership of projects and results – understanding the balance needed between creative processes and business requirements. Take a collaborative leadership approach, empowering the team to explore different processes, techniques and tools.

SKILLS

- Team Lead/Mentor
- Product/Organizational strategy
- User research + testing
- Wireframing/Prototyping
- Advisory board engagement
- Design system creation/management
- Agile/Scrum/Lean processes
- Talent development
- Accessibility/A11y standards
- Design thinking workshops
- iOS native mobile app design
- Data analysis
- SaaS/Cloud based software

TECHNICAL

Design: Figma, Sketch, Adobe CC, InVision | **Project Management:** JIRA, Rally, Aha!, Trello
A11y: WCAG 2.1 AA | **Code:** HTML, CSS | **Data:** MixPanel, Pendo

EXPERIENCE

Cvent – Austin, TX

2020-Present

Manager, Product Design

Cvent provides an event management platform for thousands of companies around the world. Everything from a short webinar to a multi-day conference can be orchestrated using Cvent software. Managed a 30+ person UX team consisting of designers, content specialists and researchers charged with building Cvent's next generation virtual and hybrid event platform.

- Responsible for continued growth, design and strategy of a \$100M+ ARR online events desktop and native mobile (iOS) application
- Collaborated closely with client event planners as well as leaders from all across the company to understand challenges and devise solutions
- Interviewed, hired, onboarded and eventually promoted numerous designers and researchers to increase the size of the team by 50% to 128 users
- Partnered with product management and engineering directors to build strategy, plan roadmap and coordinate releases

GE Aviation Digital – Austin, TX

2016-2020

Senior Manager, User Experience

GE Aviation's Digital Group provides end-to-end digital solutions across the aviation industry. Managed a design team and built from scratch a transformative product in the aviation records management space. Worked closely with leaders within the organization as well as external clients to develop product strategy and drive product enhancements.

- Led all aspects of strategy and design for an enterprise-level auditing tool — from initial discovery research to design and engineering to sales and implementation. The application achieved orders in excess of \$4M in the first year of launch
- Assisted in creation of a data standard that enabled airlines, maintenance facilities and lessors to seamlessly transfer large volumes of data and documents
- Streamlined a painstaking documentation process that could take months and cost hundreds of thousands of dollars down to one that took weeks and could be done entirely online for a fraction of the price
- Mentored designers and product managers that would go on to become leaders at GE
- Facilitated design thinking workshops, provided sales demos, worked with implementation team and created multiple user advisory boards to ensure voice of customer was gathered at all levels

Civitas Learning – Austin, TX

2013-2016

Senior User Experience Designer

Pivotal role as the first UX hire at a startup with the goal of enhancing student success through data science. Initially responsible for all areas of user research and experience design, then helped to grow the team to include research, content, visual design and additional UX roles.

- Led the creation of multiple data-driven applications — working with internal teams to translate complex data science into actionable insights for our users
- Analyzed process to find areas where digital transformation could improve outcomes and positively impact the graduation rates for colleges and universities
- Envisioned and performed research campaigns with university students, advisors and provost-level users to ensure our products were valued and usable

Altius Education – San Francisco, CA

2012-2013

Senior Interaction Designer + Front End Specialist

Altius Education combines the best aspects of a university and a technology company to improve the experience and outcomes of 21st century students. Sole designer on a small but effective development team. Provided creative direction for a groundbreaking learning management system (LMS).

- Collaborated with industry leaders and internal stakeholders to define the strategy and direction of the LMS, having a direct impact on the direction of the product
- Led all aspects of research, UX, visual design and front-end code. Delivered production-ready HTML/LESS/JS to the dev team
- Worked closely with Instructional Designers creating course content and creative agency designers to refine visual design elements to bring interactive courses to life

Hobsons – Cincinnati, OH + Oakland, CA
User Interface Designer + Visual Designer

2004-2011

Hobsons helps more than 15 million students to identify their strengths, explore careers, create academic plans and reach their education goals.

- Led the redesign of a higher education focused CRM tool used by hundreds of colleges and universities around the globe
- Worked closely with product management and engineering to design new features requested by our users
- Led a large project to overhaul the visual design and codebase of the CRM tool to bring it up to Section 508 and WCAG accessibility standards

EDUCATION

Bachelor of Science (BS), Visual Communication; Interactive Multimedia
Specialization: Computer Science
Ohio University – Athens, OH