

Anthony Medeiros

User Experience Leader

Career

Associate Director, UX | Critical Mass 11/2009 - Present

- Managing a team of 30 UX Architects and Designers deployed across various units of AT&T's digital business.
- Responsible for logistical support and staffing for all project work.
- Coordinate UX processes, methods, to align with AT&T standards.
- Oversight for UX vision and execution.

Sole Proprietor | Emblazon 10/1992 - Present

Freelance UX consulting and design.

Services:

Site & Content Audit and Analysis, Heuristic Evaluation, Ideation and Solutions, Wireframes and Prototyping, UX Specification, Templates and Standards, UX Process

User Experience Lead | Razorfish 9/1998 – 9/2009

- Own the delivery of the experience.
- Establish UX practices, processes, and work products.
- Facilitate ideation and strategic vision for the UX solution.
- Plan and execute user research, iterative work products, and user testing.
- Support client engagement and co-located teams.

Senior Producer | Cendant 2/1995 – 6/1998

Managed a cross-disciplinary team to launch a broad range of hospitality web products.

Example Site:

netmarket.com, autovantage.com, travelersadvantage.com

Industry Vertical Experience

Telecom, Financial & Insurance, Retail, Travel & Auto, Education



Overview

Available for offsite freelance contract.

A UX professional with over 25 years of experience working for start-ups to Fortune 100 companies. Extensive track record of increasing business performance through transformative experiences.

Core Strengths

- Understanding the shared Journey and Opportunities
- Collaborative Ideation and Prototyping
- Iterative Inquiry, Testing and Revision

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Techniques

Research:	User Interview, Contextual Inquiry, Concept Testing, Competitive/Content/Heuristic Audit
Analysis:	Personas, Task Analysis, Use Case Development, User Flows
Ideation:	Design Sprint, Collaborative Design, Mind Mapping, UX Strategy
Design:	Design Iteration & Testing, Responsive & Liquid Design, Pattern Library Development
Testing:	Concept Testing, Online Surveys, Moderated and A/B Testing

Software

Structure/Organization:	Excel, Visio, Omnigraffle
Wireframe/Prototype:	Axure RP, Adobe Muse, InVision
Supporting:	Adobe Photoshop, Sketch, Principle, HTML/CSS

Education

University of Washington Bachelor of Arts Degree: English – Creative Writing, History	1987-1991
Washington State University Honors Program: Psychology, Anthropology, Music Composition	1985-1987
Pacific Lutheran University Summer Scholar Program	1984

Interests

Anthony engages in creative writing and posts selected poems online at allpoetry.com/Medeiros

His background crosses other endeavors, including music composition and home improvement projects.



"...Anthony is an extremely talented UX architect and his skill ranges well beyond interaction and information design. There is an art to making human interactions with complex systems simple. Anthony's designs represent his significant capability in intuitive interaction design.

Anthony possesses excellent organizational and communication skills. He is comfortable and confident in running design projects, mentoring junior team members and interacting effectively with all levels within client organizations and the agency."

*Jon Dorch
VP of Digital
Integrated Customer Engagement
Sonic Drive-In*