



# BILL DAGGETT

UX DESIGN STRATEGIST | DESIGN THINKER | VISUAL STORYTELLER

## PROFILE

### **I'm a Principal strategic designer, UX leader and problem solver.**

As an accomplished UX strategist, researcher, designer (and generative AI enthusiast), I thrive on identifying, framing and solving complex challenges that drive business and customer value. With an insight-driven mindset and a deep background in design thinking and visual storytelling, I'm comfortable with ambiguity and able to navigate extreme complexity while articulating simple solutions. I'm an avid relationship-builder, a strong believer in co-creation and an effective communicator at all levels of the organization. These distinct characteristics allow me to bring ideas to life that inspire stakeholders to take action. For my next challenge, I'm looking to take my UX leadership capability, unique skillset and broad experience to a future-minded company, focused on disruptive and innovative digital technologies.

## EXPERIENCE

### **Oscillo Biosciences**

#### **Advisor, UX Strategy & Product Design | 2022-Present**

Advising executive leadership and product strategy team to productize a ground-breaking, non-invasive therapeutic treatment for Alzheimer's and Dementia, using music and synchronized light to stimulate brain rhythms to reawaken memory and cognitive function.

### **ZENxd**

#### **Founder & Principal, Strategic Design | UX Strategy | 2008-Present**

Head of the UX practice at ZENxd, focused on product/service design innovation, design thinking and project execution. Acting as principal strategic designer, primary design communicator and engagement lead across the project lifecycle (discovery to launch).

### **McAfee**

#### **Principal, UX Strategy & Consumer Product Design | 2021-2023**

As a principal design lead, I was responsible for leading complex, high-touch consumer UX initiatives, with a focus on end-to-end customer journeys and cross-product feature integration (onboarding, authentication, McAfee Protection Score, customer support). Leveraging design thinking and strategic design methods, I worked closely with cross-functional teams to build strategic consensus and maintain alignment, while delivering effective, high-impact design outcomes.

### **Agilent Technologies**

#### **UX Strategy, Design & Research | Digital Channel | eCommerce | 2015-2021**

Partnered with Agilent as an extension of their internal UX Design organization. As principal engagement and project lead, I directed a team of UX strategists, designers and researchers to execute high-profile consumer product and service initiatives.

### **Entertainment Partners**

#### **UX Strategy, Design & Research | Production Finance | Film & TV | 2011-2016**

Partnered with Entertainment Partners, operating as an extension of their internal UX Design organization, providing UX strategy, design and research capability across a broad portfolio of digital financial products and services.

### **SideStep**

#### **Director, User Experience | 2004-2007**

Head of UX strategy and research across all digital touch-points for innovative travel-centered search technology startup. I managed a team of UX and visual designers to deliver experiences that helped revolutionize the way people search for and book travel. SideStep was acquired by Kayak in 2007.

## CAPABILITIES

**SOLVING** complex experience, business and organizational challenges through strategic design thinking.

**TRANSLATING** customer and business insights into strategies that solve real problems and increase revenue.

**UNRAVELING** complexity and articulating simple solutions in ways that inspire stakeholders to take action.

**DEVELOPING** collaborative, cross-functional relationships based on trust, transparency, and accountability.

**FACILITATING** clarity and alignment across all levels, through inclusive co-creation and clear communication.

**DESIGNING** delightful, yet practical experiences are easy to use, meet requirements and exceed expectations.

## COMPANIES

 McAfee

 EMC<sup>2</sup>

 intuit

 move

 Agilent

 Wolters Kluwer

 Entertainment Partners

 moovel

 wealthfront

 MEYER CORPORATION

 wikiHow

 Home Tax Shield

 verizon

 SideStep

 oscillo BIOSCIENCES

 Tapjoy

## EDUCATION

### **Southern Oregon University**

*B.S. Digital Arts; 1996-2000*

*Minor in Psychology | Psi Chi Honors*

## CONTACT

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## SKILLS & FOCUS

In my career, I've had the opportunity to explore and lead in many different aspects of the UX Strategy and Product Design process. I consider myself an "M-shaped" individual with a critical synergy of knowledge, discipline and skill across multiple verticals (strategy, research and design). I've applied these capabilities across a wide range of categories, but with an emphasis on eCommerce and digital consumer products and services. This focus has given me a deep understanding of complex use cases, customer journeys, channel partnerships, and nuanced customer experiences that play out across different geographies worldwide. I'm typically brought in early during discovery, helping to shape product and UX strategy by leveraging insight-driven design thinking and visual storytelling techniques to build alignment and galvanize teams to execute.

Drilling into these areas of focus, my skill set can be further broken down into the following areas of key capabilities, listed below:

### CRAFT LEADERSHIP

Based my experience and background, I'm a hybrid user experience designer/researcher at heart. Over time, my experiences have broadened into design leadership, incorporating strategic, educational and managerial aspects of the craft and processes of UX design.

- UX strategy, visioning & conceptualization
- Interaction, UX & visual design
- UX research planning & facilitation
- Personas & customer journeys
- Information architecture
- Storytelling & design presentation
- Prototyping & usability testing
- Methodology & program development
- Workshop planning & facilitation
- Artifacts & documentation

### PEOPLE LEADERSHIP

Each relationship is unique, requiring a certain finesse and intuitive sense to develop into a productive, collaborative dynamic. Whether team member or target audience, I thrive on building relationships and leading people and participants through the discovery and design processes.

- Client engagement management
- Cross-team client/agency dynamics
- Objectives & program alignment
- Design mentorship
- Skills assessment & career development
- Resource planning & management
- Maximizing team performance
- Team relationship development
- Organizational evaluation
- Resource recruiting

### OPERATIONS LEADERSHIP

Managing a UX practice is more than design chops and people skills. It requires clear communication, a deep understanding of effective tools, methods and techniques, and direct experience operationalizing and executing complex processes.

- Ways of working (methods/techniques)
- Project planning & management
- Team & project communications
- Data management/storage/access
- Budgeting & estimations
- UX practice & program development
- Tools, software, licensing
- Research planning & recruiting
- Scheduling & deliverable tracking
- Managing execution & delivery

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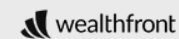
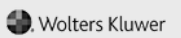
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