**Gary Palmer II**

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### **Director of User Experience & Research**

### Adaptive Leadership | User Experience Strategy & Advocacy | Client Engagement & Service

### Product Development | Team Building | Information Architecture | Technical Project Management

A tech-savvy executive with proven results amplifying revenue by leveraging advanced research insights to craft and launch user-centric products in balance with responsibility for concurrent high-profile projects. Further operational excellence by integrating UX principles into all processes, utilizing innovative technology to accelerate output, and championing best practices. Capture share in dynamic markets by merging UX acumen with psychological principles to form effective human-computer interactions aligned with business objectives.

An influential and resourceful industry thought leader, UX advocate, and advisor to executives, global product managers, engineers, marketing teams, and cross-functional stakeholders. Drive exceptional performance by translating complex concepts into accountable tactical plans, adapting to change quickly, and gaining buy-in for crucial initiatives through persuasive, analytics-backed presentations. Retain top talent by building collaborative cultures, mentoring staff in career-advancing skills, and challenging teams to produce flawless executions.

Road Mapping • Thematic Coding • Affinity Diagrams • User-Centered Designs • Data & Task Analysis

Competitive Insight • Qualitative & Quantitative Studies • Interviewing & Surveying • Usability Testing

Strategic Planning • Creative Problem-Solving • Heuristic Evaluations • Cross-Team Collaboration

**Career Experience**

**Eleven Peppers Studios**, Columbia, MD 2019-Present

A visual communications company providing fresh and innovative branding, print, web, and interactive design solutions.

**Principal UX Researcher & Program Manager** (2022-Present)

Leading an eight-person operations team in defining group structure, UX research strategy, qualitative and quantitative methodologies, and KPIs focused on building efficiency and enhancing UX understanding. Manage multiple simultaneous projects. Advocate for adopting collaboration tools for concept testing and artwork portfolio documentation. Foster a user-centric culture capable of insight program implementation using product roadmaps. Control a $550k budget. Report to the CEO.

* **Saved a client $500,000 in research expense** by reducing the time required to create study materials 60% through guiding a working group in applying insights gained for examining the production process.
* **Added $400,000 in new revenue** by streamlining the transition of designers and developers to different accounts, increasing production capacity 20%, and meeting 100% of contract obligations.
* **Generated $200,000 in incremental income** by implementing focus group findings that supported expanding applications to additional sites, resulting in a 15% increase in users and more significant interaction with developers and product teams.
* **Took $25,00 out of monthly overhead** by conducting usability testing that uncovered systemic underperformance on basic tasks. Followed by instituting changes in the user interface that streamlined and accelerated workflows 75%.
* **Avoided $4,000 in call center labor** and eliminated 75+% of customer service calls by validating the effectiveness of two support applications through analysis of user data, forming visual mockups to aid in applying complex applications, and enhancing product functionality.

## **Senior UX Strategist Lead** (2019-2022)

Proactively integrated UX principles into leadership thinking, formation of strategic initiatives, and daily activities by presenting recommendations aligned with application suite lifecycles. Established a user interface guide accessible to product and development teams that housed UX artifacts and aided application and feature design. Guided four development and planning associates. Dispensed a $450,000 budget. Answered to the CEO.

* **Sidestepped $200,000 in operational expenses** by collaborating across business lines to standardize UX processes and build forceful presentations that combined UX insights and a service platform with design principles that gained senior stakeholder buy-in by cultivating an expectation of increased sales.
* **Strengthened customer retention 20%** by driving completion of 65+ Jira tickets annually, compelling product and development teams to more thoroughly resolve UX methods and user satisfaction issues, prudently allocate appropriate resources, and sharpen assignment delegation.
* **Lifted application usage 15%** by convening a focus group that connected users with the product and development teams to brainstorm ideas. Converted actionable insights into recommendations that enhanced the product experience.
* **Cemented a client’s brand image** by forming and executing a holistic style guide and framework for four products under one program and using dot voting methods and an impact-effort matrix to facilitate prioritization and expand awareness of style-guide requirements.

#### **Booz Allen Hamilton**, Riverdale Park, MD 2017-2019

## A global consulting firm delivering innovative strategy, technology, and management solutions to help clients tackle complex challenges.

## **UX Lead**

Controlled the UX of the company’s intranet site, including forming a project scope and schedule, pinpointing team objectives, and identifying and mitigating gaps and blockages to optimal access. Collaborated with cross-functional stakeholders in card sorting and tree-testing functions to facilitate hands-on execution of information architecture for 50 HR staff. Administered a $300,000 budget. Accountable to the chief of staff.

* **Cut ≈67% from support staff outlay** by piloting the migration to an enterprise SharePoint resource that relieved individual departments of site management responsibility.
* **Orchestrated a 40% decrease** in the time needed to navigate the intranet’s most viewed page by using insights from a 13-department survey to guide changes in the structure and order of the supplied information.

#### **Abex Systems**, Washington, DC 2016-2017

## A mission-focused strategy and technology consulting firm serving government agencies, corporations, institutions, and associations. **Project Manager & UX Researcher & Designer**

Partnered with four staff members to create company-wide UX strategic growth and maturation plans, lead research for the tech innovation office, and make forward-thinking recommendations. Devised end-to-end user interfaces based on personas and scenarios developed through the UX process and prepared lists of user needs and pain points gathered through interviewing. Nurtured a UX-focused culture by introducing and running LEAN training workshops. Administered a $75,000 budget. Subordinate to the deputy CIO.

* **Seeded $75,000 in potential top line** by creating surveys, interview questions, archetypes, personas, scenarios, and wireframes for an experimental mobile application.
* **Triggered a 25% hike in market presence** by partnering with the design team to produce a total website experience, iterating upon wireframes and prototypes, and identifying wants, needs, and deficiencies by examining user journeys, interviews, archetypes, and personas and building scenarios for iHub concepts.

#### **Octo Consulting Group** (acquired by IBM), Springfield, VA 2015-2016

## A technology firm solving the federal government’s most complex challenges and enabling agencies to navigate emerging technology.

## **Senior UX Researcher & Architect**

Influenced enterprise strategy by directing UX research for four simultaneous projects and collaborating with graphic designers and front-end developers to construct seamless interfaces for complex applications. Led project kickoff meetings, interviewed stakeholders and users, and prioritized needs to determine the best avenues for producing applications and websites. Helped develop template applications for standardizing intranet sites. Reported to the directorate chief.

* **Evaded $7 million in operational costs** by leveraging user testing and participant observations to optimize an intranet site by baselining two primary tasks.
* **Spurred $150,000 in new business** by collaborating with cross-functional stakeholders to fabricate and pitch innovative UX/UI design processes, synchronize UX and agile models, and generate surveys, metrics, personas, scenarios, and wireframes for commercial group sales efforts.
* **Presented 15+ heuristic evaluations,** which provoked a leadership directive to develop an intranet application that provided templates guiding the internal creation of navigable intranet sites and reduced the expense of staff building or assisting others in standing up individual URLs.

#### **OGSystems** (acquired by Parsons), Chantilly, VA 2014-2015

## A tech and innovation firm specializing in geospatial and data analytics and software for defense, intelligence, and commercial sectors.

## **Consultant, UX & Software Development**

Paired with three colleagues supporting data science initiatives by adeptly navigating the latest technology platforms, formulating user stories, and managing data ingestion to demonstrate the benefits of syndication tools. Delivered clear and actionable usability solutions and UX artifacts to product owners and development teams. Answered to the director of VIPER Labs.

* **Activated a $25,000 income stream** by performing a heuristic evaluation of the GRIDWAVE product and resolving 50+ issues, developing personas and scenarios, performing task analysis, and crafting user flows, workflow diagrams, and wireframes for an experimental semantic indexing application.

**Additional Experience:** Engineer with Oak Management & Production Engineer at Toyota Motor Manufacturing

**Education, Professional Development, & Certifications**

Clemson University

**PhD in Industrial Engineering**

**Master of Science in Mechanical Engineering**

**Graduate Research Assistant**

University of Maryland

**Bachelor of Science in Mechanical Engineering**

LinkedIn Learning, **Transitioning from Manager to Leader**

Human Factors International, **Certified Usability Analyst**

Nielsen Norman Group, **User Experience Certified**

Project Management Institute, **Project Management Professional**

The University of Maryland, **Certified Six Sigma Green Belt**

**Technical Proficiencies**

Adobe Illustrator, AxureRP, Confluence, CSS3, Excel, Figma, Google Workspace & Analytics, GoTo Meeting HTML, HTML5, Illustrator, Jira, MaterialUI, Microsoft 365, MS Project, OneDrive, Penpot, PowerPoint, Python, R Studio, SharePoint, Skype, Teams, Visio, Vuetify, XD, Zoom

**Professional Associations, Awards, & Community Involvement**

Human Factors & Ergonomics Society, Member

User Experience Professionals Association, Member

National Society of Black Engineers, Technical Professional Member

Team Lead Excellence Award (Eleven Peppers Studios)

NSBE - Greenbelt-NASA Goddard Junior Chapter, STEM Volunteer