

Tal Herman

Experience Design Executive

510.418.8405 • seralat@gmail.com

Present

Looking for the next challenge

My passion as a design executive falls into two related categories: leading Experience Design teams to deliver business value through the creation of compelling digital experiences that improve people's lives; and helping grow and foster the careers of designers and design managers through mentorship and collaboration. I thrive on mastering new fields and addressing challenging situations.

May 2017 – November 2017

On Sabbatical with Occasional Freelance

On sabbatical, but also occasionally applying my many years as a design practitioner, practice lead, and directing user experience teams to help organizations identify, evaluate, and execute on experience design challenges through strategic consulting, workshop facilitation and design leadership.

July 2014 – May 2017

User Experience Director • Autodesk, Subscriber Platform Group

Drove experience design supporting new business models as the company transitioned from a perpetual to a subscription-based software licensing model. Managed a team of experience designers working in partnership with Business, Product, and Engineering teams to create interfaces and develop design processes that supported Autodesk's emerging new business models. Worked with Product and Business partners to create and communicate both short- and long-term Product and Design strategy.

December 2011 – June 2014

Director, User Experience • @WalmartLabs, Walmart Global eCommerce

Responsible for web application experience strategy and design for properties in three countries: SamsClub.com and Walmart2Go in the U.S.; Walmart.ca in Canada; and ASDA.co.uk – including ASDA Grocery, ASDA Direct and George businesses – in the UK. Managed a team of interaction and visual designers and content strategists in a matrixed environment, as well as experience design work produced by outside agencies in multiple countries.

August 2008 – December 2011

Head of User Experience World Wide • Snapfish by HP

Led User Experience for the Snapfish network of sites, covering 22 countries, 16 languages and over 140 co-brands, including responsibility for the overall Snapfish experience strategy worldwide, developing the overarching conceptual approach for the applications, and executing that strategy across all user-facing projects. Re-organized and managed a team of 30+ user experience professionals, including interaction and visual designers and copywriters, as well as outside agencies and contractors when needed.

January 2007 - July 2008

User Experience Manager • AAA of Northern California, Nevada and Utah

Built the User Experience team from scratch, ultimately hiring 10 experience designers, and introduced a user-centered software design approach to the organization. Responsible for experience design of all internet properties and digital marketing support across the wide variety of services offered by AAA, including insurance, travel, automotive, and membership, as well as for internal enterprise software such as agent-facing insurance sales, booking tools and call center desktops.

October 2004 - December 2006

Interaction Design Director • Bank of America

Managed the team of interaction designers responsible for interface design of all eCommerce authenticated applications, including Online Banking, ATM/Kiosk, Brokerage and Wealth Management, for a user base of 20MM+ customers (not including ATM). Grew team from five to fourteen members.

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September 2002 - October 2004

Senior Interaction Designer • Bank of America

Lead Experience Designer responsible for redesign of the Bill Pay application and for ongoing improvements to that application over the following two years. Design supported user base growth from initial 2MM customers to 10MM+ customers executing upwards of 30MM transactions per month and helped establish the bill payment paradigm utilized for most Bill Pay applications to this day.

April 2000 - September 2002

Principal • Merrill-Hall New Media

Business Principal and experience design practice manager and lead information architect and interaction designer for a consultancy focusing on network-based software applications. Participated in all aspects of running the business and assisting clients to understand and realize their visions for all engagements.

June 1998 - April 2000

Senior Information Architect • IBM Interactive Design

Experience design lead on all aspects of consulting projects, including client pitch, business requirements definition, interaction design and information architecture, usability evaluation and QA. Supervised other information architects. Clients included Macys.com, PGA Tour, PricewaterhouseCoopers, BNSF Railway, among others.

January 1995 - June 1998

Freelance Web Design

Other

Attorney

Began as a Public Defender, moved to the Staff Attorneys Office for the U.S. Court of Appeals for the 9th Circuit, eventually managing the attorneys evaluating and presenting appellate panels with proposed resolutions for a large percentage of the Court's criminal cases on appeal. Later a sole practitioner specializing in criminal appellate law at both the State and Federal levels.

Education

M.S., Information Design & Technology, Georgia Institute of Technology

J.D., Boalt Hall School of Law, University of California at Berkeley

B.A., Political Science, University of California at Berkeley