

Phillip Randolph Carter

- + UX ARCHITECT
- + PRODUCT DESIGN
- + PRODUCT MANAGEMENT

I love solving complex problems to help people. I've been integral to multiple market-changing successes in technology and services, and I can help organizations get where they want to go.

It's easy to obsess over the 'how' and lose the 'why'?... And that's where experience and perspective can help, especially when combined with solid design methods: Work the right problem... create alternatives to iterate and test... and, maybe the most important thing, communication and teams to get there together.

KEY PRODUCT DESIGN SKILLS

User-centered agile design methods + Discovery and critical thinking + Concepts and user testing + Interactive mockups + Data analysis and visualization + Graphic design and effective presentations + Planning and dynamic adjustments + Finding order in chaotic inputs + Translating ideas so they matter to listeners + User personas and archetypes + Webinars, interviews + Group speaking + Customer experience journey mapping

COLLABORATION + MANAGEMENT SKILLS

Building cultures of healthy criticism and collaboration + Hiring, training, and evaluations + Transparent communications with supervisors, peers, and teams + Setting long-range objectives and the strategies and actions to achieve them + Identifying developmental needs of others and coaching on education, knowledge, and skills + Handling conflicts and complaints, negotiating + Organizing, planning, and prioritizing work + Recommending organizational process or policy improvements

RECOMMENDATION

"If Randy played Major League Baseball, he would be the ultimate utility player. His deep technical knowledge and business experience let him move effortlessly between positions and bring excellence to product, marketing, design, creative, content and more... he is generous with his time and knowledge and able to communicate the most complex technical concepts in a way that is conversational and human. And like any great player, he brings out the best in his teammates."

Gina Clarkin - Senior Product Marketing Manager at Glia

PROFESSIONAL TRAINING

Certified ScrumMaster, Storybrand, Contextual Inquiry, Rational Unified Process and use cases, Capability Maturity Model Integration (CMMI), Cooper Interaction Design workshops, TeaLeaf, Advanced Web Analytics

TOOLS

Adobe Creative Suite, Atlassian Jira/Confluence/Trello, Miro, Figma and FigJam, WordPress, Google DataStudio and other analytics tools, Google AdWords, Tableau, PowerBI, Asana, Basecamp, Notion, Slack, Microsoft Office Suite, Stream, WebEx, Zoom, ON24, Seismic, PathFactory, Mailchimp, SurveyMonkey

ONLINE LINKS

- [LinkedIn Profile](#)
- [Full Web Resume](#)
- [Design Portfolio](#)
- [12 Recommendations](#)

CONTACT

Raleigh NC USA
704-408-4635 mobile
cognitivevent@gmail.com

Phillip Randolph Carter

- + **PRODUCT DESIGN**
- + **UX ARCHITECT**
- + **PRODUCT MANAGEMENT**

EDUCATION

Auburn University

B.ID multidisciplinary degree
in Industrial Design

Honors English Program

Minor in Sociology

Tau Sigma Delta
Architecture/Design Honorary
IDSA Merit Award

Georgia State University

Graduate Business School
Unfinished MBA Marketing

CONTACT

Raleigh NC USA
704-408-4635 mobile
cognitivevent@gmail.com

EXPERIENCE

Gladly - Product Marketing, 2021-2022

Synced product marketing with product managers across multiple teams. Developed engaging content for sales teams, website, blogs, webinars.

Genesys - Product Marketing Director, 2016-2021, UX Architect for Orgspan and PureCloud, 2012-2016

As one of 7 founders designed foundational browser, iOS, and Android UX architectures for a cloud-native communications and planning app. Post-acquisition adapted UX architecture for customer experience (CX) services. Recruited in 2016 into product marketing for messaging strategy, collaborations and execution for websites, go-to-market strategy and execution, and disruptive content with sales-storytelling.

WebAssign - Director of User Experience, 2010-2012

Online homework and testing systems used by hundreds of thousands of students. Led design concepts and strategy for next-generation learning-map systems. Now owned by Cengage.

BlueStripe Software - Senior Product Designer, 2009-2010

Brilliant triage mapping tools with gnostic mapping and alerts for complex multi-tier applications. UX explorations, user testing, and sales support. Built interactive HTML wireframe requirements plus Photoshop mockups for detailed graphic specs. BlueStripe was purchased by Microsoft in 2015.

Lulu Enterprises - Director of User Experience, 2007-2008

Strategic design direction and day-to-day management and coaching agile teams. Established sprint-based user testing for alternative designs. Website and web-app design and analytics for digital content publishing.

Wachovia - AVP eCommerce User-Centered Design, 2006-2007 Finance and eCommerce Consultant, 2004-2006

Information architecture, vendor evaluations, and marketing analytics support. Cross-business consulting with corporate finance, investment banking, treasury services, and wealth units on new products, business requirements, mockups and user testing.

S1 Corporation - Chief Interface Architect, 1995-2004

Invention of browser-based online banking, insurance, and brokerage functions with back-office support systems. UX Architecture and migration planning/execution through four generations of web technologies.

Peachtree Software - Interface Architect, 1994-1995

GUI development and analysis for Windows and Macintosh small-business financial software. Organized annual product planning workshops, directed in-house usability lab.

Ratio DesignLab - Director of Industrial Design, 1988-1994

Created design group within an existing electronic and software engineering firm. Concurrent engineering services for medical, electronic, and software clients. Incubation at Georgia Tech ATDC.

PATENTS

2017 US patent - Reports data selection using correlation/covariance
2013 US patent - Rules-based groups using people as nodes
1994 US patent - Pulse-width modulated battery-powered heaters
US+Japan design patents for language training devices