

Phillip Randolph Carter

PRODUCT DESIGN + MANAGEMENT

EXPERTISE

Working the right problems
Planning and dynamic adjustments
Market evaluations + competitive research
Finding order in chaotic inputs
Discovery and critical thinking
Effective reviews and design crits
Data analysis and visualization
Graphic design and effective presentations
Webinars, interviews + group speaking
Customer support and CX
User-centered agile methods
Getting there together

EDUCATION

Professional Training

Certified ScrumMaster, Storybrand,
Contextual Inquiry, Rational Unified
Process (RUP) and use cases,
Capability Maturity Model Integration
(CMMI), Omniture Advanced Web Analytics

Georgia State University

Graduate Business School 1988-1989

Auburn University

B.ID multidisciplinary degree in
Industrial Design. Minor in Sociology
English Honors Program
Tau Sigma Delta Design Honorary
IDSA Merit Award recipient

CONTACT

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[LinkedIn Profile](#)

[Online Resume](#)

[Design Portfolio](#)

Creating new products and experiences that thrive in a world where business are networked systems and marketing is driven by customer habits is a wicked problem.

Doing what we always did while everything is changing doesn't work. We need diverse teams and approaches to build increasingly complex solutions - by combining wildly successful perspectives from product design, user research, product marketing, and product management I can help your company break through!

EXPERIENCE

Gladly - 2021-2022 Product Marketing Guy

Synced marketing with product managers across multiple teams, plus customer support. Facilitated personas and product language. Produced, reviewed, and iterated go-to-market content for sales, website, blogs, webinars.

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

Marketing strategy and collaborations on web, advertising, and disruptive sales-storytelling differentiation. Go-to-market collaborations with Google, AWS, and Zoom. Persona owner and agile facilitator for customizations. Coordinated with product management, sales, services, and education using user-centered design thinking approaches. Designed foundational browser, iOS, and Android UX architecture for AWS cloud app. 120% customer growth for seven years.

WebAssign - 2010-2012 Director of User Experience

Online homework and testing for 500,000+ STEM students. Led UX team, represented user POV to board, facilitated concepts and planned strategy for next-generation learning-map systems. WebAssign is now part of Cengage.

BlueStripe Software - 2009-2010 Product Designer

Product design, iterative refinements, interactive mockups, and customer usability testing at startup with brilliant triage mapping tools for complex multi-tier applications. BlueStripe was purchased by Microsoft in 2015 and core to Azure.

Lulu Enterprises - 2007-2008 Director of User Experience

Drove strategic design direction and day-to-day management, coaching agile teams. Website and web-app design and analytics for digital content publishing.

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

User-centered information architecture, vendor evaluations, and marketing analytics support. Cross-business consulting with finance, investment banking, treasury services, and wealth units on new products and programs, including business requirements, use cases, interactive mockups and testing.

S1 Corporation - 1995-2004 Chief Interface Architect

Recruited design team to invent browser-based online banking, insurance, and brokerage functions with back-office support systems. Architecture and migration through several generations of web technologies. Coordinated with technical and regulatory partners and customers. Grew from 1 to 3,400 banks in six years.

Peachtree Software - 1994-1995 Interface Architect

GUI development and analysis for Windows and Macintosh small-business financial software. Collaboration with developers and product management, facilitated product planning workshops, directed in-house usability lab. Earned recommendation awards from all major review magazines.

Ratio DesignLab - 1988-1994 Director of Industrial Design

Created an industrial design consulting team within an electronic and software engineering firm to deliver concurrent engineering services with medical, electronic, and software clients. Incubation at Georgia Tech ATDC.