

# Anthony Medeiros

## User Experience Leader

### Career

Associate Director, UX | Critical Mass 11/2009 - Present

- Managing a team of 30 UX Architects and Designers deployed across various units of AT&T's digital business
- Responsible for logistical support and staffing for all project work
- Coordinate UX processes, methods, to align with AT&T standards
- Oversight for UX vision and execution

Sole Proprietor | Emblazon 10/1992 - Present

Freelance UX consulting and design.

*Services:*

Interactive Prototypes, UX research including: User Interview, Contextual Inquiry, Concept Testing, Competitive/Content/Heuristic Audit

User Experience Lead | Razorfish 9/1998 – 9/2009

- Own the delivery of the experience
- Establish UX practices, processes, and work products
- Facilitate ideation and strategic vision for the UX solution
- Plan and execute user research, iterative work products, and user testing
- Support client engagement and co-located teams

Senior Producer | Cendant 2/1995 – 6/1998

Managed a cross-disciplinary team to launch a broad range of hospitality web products.

*Example Sites:*

netmarket.com, autovantage.com, travelersadvantage.com

### Industry Vertical Experience

Telecom, Financial & Insurance, Retail, Travel & Auto, Education



### Overview

A UX professional with over 25 years of experience working for start-ups to Fortune 100 companies. Extensive track record of increasing business performance through transformative experiences.

### Core Strengths

- Understanding the shared Journey and Opportunities
- Collaborative Ideation and Prototyping
- Iterative Inquiry, Testing and Revision

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## Techniques

<b>Research:</b>	User Interview, Contextual Inquiry, Concept Testing, Competitive/Content/Heuristic Audit
<b>Analysis:</b>	Personas, Task Analysis, Use Case Development, User Flows
<b>Ideation:</b>	Design Sprint, Collaborative Design, Mind Mapping, UX Strategy
<b>Design:</b>	Design Iteration & Testing, Responsive & Liquid Design, Pattern Library Development
<b>Testing:</b>	Concept Testing, Online Surveys, Moderated and A/B Testing

## Software

<b>Structure/Organization:</b>	InDesign, Omnigraffle, Visio, Excel
<b>Wireframe/Prototype:</b>	Axure RP, InVision
<b>Supporting:</b>	Photoshop, Sketch, Principle, HTML/CSS

## Education

<b>University of Washington</b> Bachelor of Arts Degree: English – Creative Writing, History	1987-1991
<b>Washington State University</b> Honors Program: Psychology, Anthropology, Music Composition	1985-1987
<b>Pacific Lutheran University</b> Summer Scholar Program	1984

## Interests

Anthony engages in creative writing and posts selected poems online at [allpoetry.com/Medeiros](http://allpoetry.com/Medeiros)

His background crosses other endeavors, including music composition and home improvement projects.



"...Anthony is an extremely talented UX architect and his skill ranges well beyond interaction and information design. There is an art to making human interactions with complex systems simple. Anthony's designs represent his significant capability in intuitive interaction design.

Anthony possesses excellent organizational and communication skills. He is comfortable and confident in running design projects, mentoring junior team members and interacting effectively with all levels within client organizations and the agency."

*Jon Dorch  
VP of Digital Integrated Customer  
Engagement*