

Tim St Clair

a: Allen TX, 75013

p: 214-454-3027

e: tim@timstclair.com

w: timstclair.com

Work Experience

Slide UX

Principle UX Designer - Consultant :: 10/2024 – Present

Consult with brands through all phases of user experience including user research, UX audit of current state, review competitive sets to make recommendations, develop design prototypes and conduct usability studies to ensure optimal customer experience. Mentor UX designers through the full project lifecycle.

- Facilitate all phases of research including discovery workshops, user interviews, and user testing
- Conduct UX audits and competitive analysis to evaluate product usability and recommend best practices
- Conduct user interviews to gather qualitative insights and validate personas to develop journey maps according to user needs
- Generate wire frames, design concepts and UI designs for desktop and mobile experiences
- Build rapid prototypes to test and iterate design solutions through usability testing

One Technologies

Senior Director UX/UI :: 03/2018 – 03/2024

Built and mentored a team of UX/UI designers and content writers in the development of ScoreSense®, this 3-bureau credit report subscription-based product dedicated to helping customers understand their credit situations and empower them with facts, tools, and ideas to get their credit journeys on track.

- Instituted company-wide qualitative and quantitative user research including A/B, usability, and user survey testing
- Owned entire customer experience journey including acquisition, product experience and customer email, text and blog content
- Increased ScoreSense® subscription conversion rate more than 40%
- Expanded subscription revenue per customer from \$122 to \$155
- Instituted brand design system (DSM) via Sketch, Figma and InVision

Ansira

AVP, Customer Experience :: 02/2010 – 09/2017

Mentored a team of UX/UI Designers and content creators for the third largest privately held marketing agency in the United States. Ansira specializes in CRM, data mining, and one-to-one marketing for clients including Rent-A-Center, FedEx Office, Carpet One, Panera, Purina, Coca-Cola and many more.

- Lead UX research and testing, journey mapping, information architecture, digital competitive reviews, UI design and digital content creation
- Designed Rent-A-Center's first E-commerce customer experience by providing checkout flows, designs and functional specs for checkout and account management
- Designed Purina's single-sign on customer profile system and email strategy across all pet brands; grew the database by 400%

RAPP

VP Digital/User Experience :: 07/2008 – 01/2010

Led digital user strategy, information architecture, UI design and front-end development for this Omnicom global agency by partnering with clients including Macy's, HEB, Enterprise Rent-A-Car, and more.

- Established a new vision and team structure of the RAPP Dallas digital group including UX/UI designers and front-end developers
- Created for 7-Eleven a new franchise website experience to support the promotion of the rapidly expanding business
- Upgraded Macy's Rewards loyalty program, boosting registration and improved redemption to customers' rewards points

Handango

Director User Experience :: 02/2007 – 07/2008

Handango was a \$40 million per year early mobile app content aggregator and retailer created to sell B2C and B2B content through both handango.com and on device mobile storefronts. I led UI designers, information architects, and frontend developers for all web and mobile app products.

- Lead six UX/UI Designers and Developers for this prominent mobile app content aggregator and retailer
- Redesigned and rebranded Handango through all online and in-app mediums, while migrating to the ATG commerce platform
- Responsible for overseeing consistency of in-app design and shopping experience across dozens of carriers, mobile OEM device types and platforms

Sabre Holdings

Director, Creative Services :: 2005 – 2007

Sabre Holdings is a leading \$4 billion holding company of a diverse range of travel, reservation systems, and airline support products. I led UX, UI and print teams in the execution of digital, print, and event design for all marketing and product development projects for all 13 Sabre Holdings' brands other than Travelocity.

- Responsible for 100% of print, digital and trade show creative for most Sabre brands
- Led functional requirements, design and user testing for the Sabre Airline Solutions' B2B customer management portal which serviced 100 airline brands
- Responsible for overseeing consistency of in-app design and shopping experience across dozens of carriers, mobile OEM device types and platforms

American Airlines

UX Lead – Contractor :: 2003 – 2005

Led UX/UI design on the American Airlines digital marketing team. Focusing on continual experience improvements to AA.com and the in-terminal self-service ticketing kiosks.

- Facilitated all UX enhancements for online reservations, flight status and marketing on AA.com
- Lead all user centered design enhancements of version 2.0 of the terminal check-in self-services ticketing kiosks

Xceed

Director User Experience :: 2001 – 2003

Mentored a team of information architects, UX designers, and front-end developer for this large, US based digital agency focused on delivering planning, design, and technology solutions for clients including Hilton Hotels, Mazda, and Herman Miller Furniture.

- Led information design, UI design and front-end development teams in the planning, design and development of several large-scale ATG e-commerce implementation efforts
- Redesigned seven Hilton Hotel website experiences and reservation systems under a common set of ATG platform-based templates

Education

Texas Tech University

Bachelor of Arts, Design Communication