

# Stephen Bowman

Senior UX Designer | [Portfolio](#) | [bowman.stephen@gmail.com](mailto:bowman.stephen@gmail.com) | +1 (847) 315-0212 | [linkedin.com/in/bowmanstephen/](https://www.linkedin.com/in/bowmanstephen/)

Professional summary - For over five years, I've designed user experiences for various clients in industries including healthcare and telecommunications. I excel at building strong relationships with designers, developers, and business stakeholders.

## IBM Project Experience

### California DHCS UX Designer | 2023-Present | Vision 2025 Cloud Transformation

Project involved migrating hundreds of applications to cloud infrastructure, increasing design story completions and receiving a state award for process optimization

Implemented a transition from Adobe XD to Figma, streamlining design processes and improving time-to-market for digital initiatives.

Adopted Figma plus HTML plugin to streamline wireframing efforts, reducing development time without compromising design quality.

Maintained strong communication with team and stakeholders through regular meetings, fostering an environment of collaboration.

Played a crucial role in advancing the cloud migration project, achieving a higher rate of completed design stories across all workstreams.

Acted as a lynchpin for team cohesion, advocating for solid communication that led to more informed decision-making. Awarded by the state for optimizing processes, further establishing credibility and stakeholder trust.

### Google UX Designer | 2022 | Customer care agent dashboard

Project improved efficiency and satisfaction for Google's customer care agents and helped secure a continuation of IBM's contract with the company.

In this role, he implemented customer care agent dashboard updates, including a knowledge base, Salesforce integration, and predictive AI.

He also streamlined the UI by consolidating systems into one cohesive view, reducing the need for agents to switch between applications.

Stephen solicited feedback from various cross-functional stakeholders and teams to refine requirements and regularly met with developers to ensure proper documentation and clarify questions.

He also conducted a competitive analysis that informed the roadmap of future UX designs.

Delivered wireframes for 4 features to be released in Q1 2023

### Janssen Pharmaceuticals UX Designer | 2021-2022 | Healthcare portal redesign

Designed wireframes, managed two designers, and ensured legal copy was FDA-compliant across 18 pharmaceutical brands, helping to extend IBM's contract with Janssen.

Working closely with multiple stakeholders. We applied established processes to ensure our efforts were on brand, validated by users, and approved by management.

Reviewed project specifications for mobile, tablet, desktop, and web-based applications and devised solutions for use across multiple websites.

Collaborated with engineering team to create detailed wireframes, flows, and diagrams

Conceptualized and documented new product for client presentations

Created Design system in Figma with corresponding documentation.

### AT&T UX Designer | 2021-2022 | AT&T Wireless CxT Transformation Design thinking workshops

Stephen worked on the AT&T Wireless CxT Transformation Design thinking workshops project from March to July 2020, completed remotely.

The project involved assisting AT&T in reimagining how their wireless customers engage with their web and app experiences. As a result of the team's efforts, a 600-page presentation was created and circulated to AT&T leadership to give a holistic view of their current wireless experience.

Stephen's responsibilities included facilitating four-day design thinking sessions remotely with 40 internal stakeholders to simplify and improve rate plan offerings.

He designed user journey maps and flows to clarify challenges in the onboarding process and created a competitive analysis of best onboarding practices, highlighting areas for improvement with the current AT&T wireless experiences.

He also redesigned web and mobile app prototypes in Sketch and Adobe XD. The deliverables created for this project included wireframes and a research deck.

Stephen made a significant contribution to the success of this project, helping to improve the customer experience for AT&T wireless users.

### BP UX Designer | 2019-2020 | BPme food ordering MVP

As a UX Designer for BP in 2019-2020, Stephen assisted in refining business requirements to build a clickable prototype for BP.

Our team worked with BP product owners in Australia and UK to add functionality to pre-order a coffee from participating BP locations.

He worked with to add functionality to pre-order a coffee from participating BP locations. He was responsible for user research, wireframing, and prototyping

helped refine business requirements to build a clickable prototype for BP.

The team was able to provide a real working MVP to the relevant product owners by December 2019.

As a result, IBM won a multimillion-dollar deal to continue the development of the feature.

### All Nippon Airways UX Researcher | 2019 | Website redesign

Stephen also served as a UX Researcher for All Nippon Airways in 2019. In this role, he worked as a researcher and facilitator amid a global redesign of the company's Japanese & English language web experiences.

He conducted user interviews and design thinking sessions and provided brand visioning guidelines.

Stephen helped facilitate a two-day design thinking session in Tokyo to detail current breakdowns in the ANA experience and envisioned future solutions to address these customer needs.

He produced a deliverable called 'UX 2020,' which outlines design principles and a roadmap of features to help ANA capture more of their critical consumers, western business travelers.

He also produced a report on critical findings from an initial assessment of the previous agencies' work, comparing US/European airlines' best practices to ANA's current site, and tested ANA's recent web experience for performance and usability issues.

As a result of Stephen's work in Chicago and Tokyo, ANA committed to IBM for the global redesign, resulting in realized revenue for both the Tokyo and Chicago iX studios.

### Entergy Project Manager Assistant | 2018-2019 | Website redesign

During the AMI intelligent meter implementation project, Stephen served as a Project Manager for Entergy from September 2018 to March 2019

In this role, he collected weekly status updates from several IBM and 3rd party vendor workstreams, which were then leveraged to produce a weekly report distributed to key Entergy stakeholders

He collaborated with the Accenture project management team to reconcile updates of workstreams into project management tracking software and captured missing work items and milestones lost in the migration from Microsoft Project to Oracle software.

Stephen also created a guide for the Entergy PMA to facilitate the onboarding of new team members.

He was responsible for onboarding new team members and organizing team events and dinners for existing team members. He collaborated with IBM security teams in India to ensure the team was compliant in completing the training and data privacy requirements.

His organizational and communication skills helped ensure the success of the AMI intelligent meter implementation project.

### United Airlines UX Researcher | 2018-2019 | Agent dashboard redesign

The IBM team created an updated dashboard that consolidates various data sources and functionality of legacy systems into a single view.

To improve the speed and quality of these resolutions, United's team has tried various approaches to reduce latency or delay in processing time in legacy systems.

However, the critical information you need to resolve complaints was scattered across multiple sources.

The IBM team conducted a two-day workshop with agents, united's internal development teams, and IBM UX designers

The outputs from this session were written user stories that captured business requirements, detailed the functions of legacy systems, and determined which data fields were most helpful to CSRs.

During the pilot phase, the solution improved the average complaint resolution per hour from 2 to 7. This success enabled IBM's team to win an additional task—implementing a similar system for their re-booking department.

## Previous Employment

### W.W Grainger Social media Intern | Summer 2013/2014

Performed market analysis to develop a digital marketing strategy, evaluate competition, and create integrated content calendars and action plans. Performed market analysis to develop a digital marketing strategy, evaluate competition, and create integrated content calendars and action plans.

### Yelp Social media Intern | 2016

Created and presented advertising product demonstrations with critical decision-makers in various industries across the United States and Canada and initiated 70-100 calls and 50-60 emails daily to identify decision-makers, reaching an average of 20-30 new account prospects.

## Education

### Miami University 2011-2015 | Bachelor of Science (BS)

Political Science and Government | Entrepreneurship

### General Assembly 2017

UX Design Immersive graduate

## Certifications

### Salesforce June 2021

UX Design Certification

## Skills

### Design

Strategy, Competitive Analysis, Usability Testing, Prototyping, Visual Design, Interaction Design, Heuristics Evaluation, Product Management, User Journeys, Product Management, Data Visualization, Experience Design Strategy, User Research, Competitive Analysis, Usability Testing, Prototyping, Visual Design, Interaction Design,

### Design Tools

Figma, Illustrator, Photoshop, Agile, Lean, Design Thinking, Salesforce, Adobe XD, Sketch App, InVision