Donny Merrill

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Management Executive – User Experience & Interface Design

Innovative and strategic Director of User Experience & Interface Design with comprehensive experience overseeing design initiatives and leading UI/UX teams to elevate user engagement and drive business success.

Proven success in mastering the design theory process and developing user-centered design strategies that enhance product usability across various platforms. Adept at collaborating with cross-functional teams to translate complex requirements into intuitive design solutions. Proficient in leveraging data-driven insights and user research to inform design decisions and optimize the overall user experience. Strong communication, interpersonal, negotiation, presentation, and problem-solving abilities and exceptional interpersonal skills facilitate effective navigation of complex design challenges and foster collaboration across teams. Skilled in building user testing programs and maintaining relationships with key stakeholders, ensuring alignment of user experience initiatives with business objectives and enhancing project success through open communication and trust.

Areas of Expertise

- Strategic UX Leadership
- Team Management & Training
- Design Thinking Methodologies
- User-Centered Design Principles
- Advanced Prototyping Techniques
- UX Metrics & Performance Analysis
- Brand Consistency & Visual Identity
- Stakeholder Engagement
- Emerging UX Trends & Technologies

Career Experience

Fishbowl Inventory, Orem, UT   **Aug 2019 – Aug 2024**
Director, User Experience

Led the development of the UX department, creating a customer-centric approach and delivering a user testing program that enhanced product usability. Oversaw volunteer initiatives, optimizing team engagement and community involvement while promoting company values. Participated in the employee appreciation program, contributing to a positive workplace culture and enhancing employee morale.

- Achieved a 23% reduction in customer attrition during the onboarding process.
- Generated an additional $4M in revenue through strategic product initiatives.
- Reduced software implementation time by 47% with an improved onboarding process.
- Lowered customer support calls by 32% through enhanced ADA compliance features in the software.
- Established design guidelines that increased productivity and efficiency for new hires.

Legrand, Pleasant Grove, UT   **Aug 2012 – Aug 2019**
Lead User Experience Designer

Contributed to the establishment of a UI/UX team following Legrand's acquisition of Vantage Controls, leveraging best practices in customer testing. Gained valuable experience in Agile methodologies while collaborating with teams on multiple projects. Engaged in diverse projects related to home automation, home audio, commercial lighting controls, and home networking, enhancing product offerings and user experience.

- Produced $89M in net new sales within the first year of launching the Equinox product.
- Decreased customer support calls by 55% by enhancing features of the new Equinox product.
- Developed a global design language for Legrand software, ensuring consistency and improving user experience across platforms.

NetDocuments, Lehi, UT   **May 2014 – Aug 2015**
Sr. Designer

Developed user experience (UX) designs for client software, maintaining intuitive interfaces that enhance user satisfaction and engagement. Created compelling marketing materials and video content for various campaigns, supporting both marketing initiatives and training programs.

- Secured a 27% reduction in customer file search time, enhancing overall user efficiency and satisfaction.
- Boosted website traffic and participation in conventions, leading to greater brand visibility and engagement.

Education

Bachelor of Fine Arts (BFA) (Aug 2006 – May 2011)
Utah State University, Logan, UT

Associate of Applied Science (AAS) (Aug 2000 – May 2002)
Provo College, Provo, UT

Technical Proficiencies

Figma • Adobe CS • Miro • Slack • Salesforce • Jira • Confluence • SharePoint • Microsoft • Sketch

Design Leadership Skills

- **Leadership:** Inspire and enable teams, fostering a collaborative and creative environment.
- **Design Thinking:** Employ a human-centered approach to problem-solving.
- **Product Design:** Lead the design of products that meet user needs and business goals.
- **Cultural Development:** Cultivate a positive workplace culture that enhances morale and drives creativity.
- **UI/Visual Design:** Focus on the aesthetic appeal and usability of products through effective use of images, typography, layout, and color.
- **UX/Interaction Design:** Design interactive products to enhance user experiences during task completion.
- **Design Systems:** Create sets of standards and building blocks that ensure consistency across products and experiences.
- **Prototyping:** Develop prototypes for testing and refinement of design concepts.
- **User Research:** Conduct studies of target users to inform design processes and add context.

Professional Philosophy

- **Enablement Over Enforcement:**
  - Inspire and set a clear vision for teams.
  - Facilitate connections and remove obstacles for team success.
  - Encourage autonomy while requiring accountability for outcomes.
- **Team Leadership:**
  - Hire skilled individuals and provide them with the tools, guidance, and training needed for success.
  - Delegate decision-making to empower team members and cultivate leadership at all levels.
  - Lead with empathy and enthusiasm, building strong relationships with both designers and stakeholders.

Additional Skills

- UX Writing
- Strategy & Vision
- Information Architecture
- Facilitation
- Motion Design and Video