

Leo Frishberg

Seeking design management leadership...

An experienced collaborator in design management, strategy and user centered innovation, I increase top-line growth through outside-in research, visioning and design. I inspire and lead cross-disciplinary teams of designers, researchers and product managers to discover, define, design and deliver innovative products and services.

...to achieve world-class results.

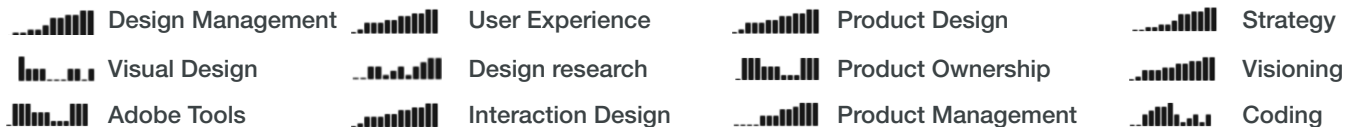
Accomplishments

1/2017-12/2019	<p>Sr. Mgr, UX The Home Depot Quote Center (a product development division serving Pro customers)</p> <ul style="list-style-type: none">Completed strategic field research to identify key Pro-customer buying preferences and behaviorsCreative Director driving strategy for the organization and business leadershipUX leader - developed high performing UX team (juniors through manager/principals)Worked x-org to integrate Product Management and UX as a strategic partners serving the businessDelivered three releases of flagship product to drive \$2.2B revenueLed all UX efforts: defined UX Architecture, Personas, behavioral analytics, knowledge-sharing solutionDeveloped the "UX Playbook" that defined how UX integrates into the development lifecycle
1984-present	<p>Principal Founder, Phase II (established 1984 as service bureau; now a UX strategy consultancy)</p> <ul style="list-style-type: none">Hired and managed all designers, software engineers, operators and staff; developed, led and managed all service offerings, including contract negotiations, client management and new business developmentClients include SME in manufacturing, enterprise and cloud-based software applicationsCreated a unique object-oriented CAD database for contract furniture industry that delivered error-free results at 25% of the cost of other service providers
2012-2015	<p>Product Design Manager, Intel Corp (Sales and Marketing IT group serving 6500 associates globally)</p> <ul style="list-style-type: none">Led Product/Service Design effort on 80+ enterprise and web app projects totaling > \$30MDelivered three releases of on-prem Customer Relationship Management (CRM) system supporting collaboration world-wide sales teamsCrafted the UX Vision for the CRM including a professionally produced videoIntroduced and led Agile-UX transformation in divisionHired and managed multiple UX teams (comprising 15+ individuals) across IT divisionsEstablished three UX studios supporting a cross-organization collaborative product development process
2004-2012	<p>Principal Architect, UX Tektronix Logic Analyzers (\$100M division of \$1B corporation)</p> <ul style="list-style-type: none">Designed information Visualizations that reduced time to error identification from days to minutesCreated UX Architecture (before UX architecture existed as a concept)Responsible for all UX efforts in group, including managing contractors, training non-UX personnel and socializing UX across TektronixLed Agile transformation, including integration of UX into SCRUM ceremonies (in 2008 before Lean UX)
1995-2004	<p>Principal Information Architect, Whitehorse (leading creative agency in Portland, OR)</p> <ul style="list-style-type: none">Web design and architecture for dozens of large scale projects, including GM Leasing, ATT Mobile <p>Principal Architect, UX, VideoTele.com (analog-digital video grooming device mfg, serving telecom industry)</p> <ul style="list-style-type: none">Led all UX efforts across companyCreated multiple information visualization-based user interfaces for command / control of video components <p>VP, Operations Founder, Cliffside Software, Inc (Emergency management exercise development software)</p> <ul style="list-style-type: none">Led all product research, design and development efforts for companyContract management, hiring, firing, infrastructure and technology management

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Skills • Strengths Key: Past ██████████ Present



Selected Publications • Honors

Co-Author	Presumptive Design (2016, Morgan Kaufmann Publishers)
Presenter	Pandemonium 2019 Keynote Interact London, 2016 SAO TechIgnite 2012, 2011 CHI'11 – Honorable Mention “Interactive Sparklines”
Lecturer	Clark College UX Design 2015-2019
Panelist	UPA2009 – Panelist “Agile UX”
Organizer	CHI2004/ICSID Forum Mini-conference
Senior Member	ACM 2001 - Present
Board Member	CHIFOO (Chair, Vice-chair, Program Chair, Treasurer) 2000-present

Certifications • Patents • Education

Scrum Alliance	Certified Product Owner
State of California	Architecture License
Patent	#7, 827, 209—Data Object Based Data Analysis #8, 085, 812—Symbolic Representation of Protocol-Layer Information #8, 837, 294 B2—Schematic Display Of Protocol-Specific Information 4 patents pending
SCI-ARC	Master of Architecture
UCSC	B.A. Environmental Planning

Contact Information

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