

Anthony Hepp

Austin, TX

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Design leader creating growth tools and experiences.

Mission

Apply human-centered methods and technical design excellence to build product experiences while evolving the organizations that offer them.

Education

BA, Film

Montana State University

AS, Business

Sheridan College

Experience

Tenacious Solutions / Principal CX Strategist / 2023 - Present

Led customer research, strategy, service design, and prototyping initiatives for the International Trade Administration (ITA, Department of Commerce). My team's work, including refinements to an AI chatbot experience, led to ITA being designated a High Impact Service Provider by the Office of Management and Budget, and our human-centered export promotion design work was officially commended in the Congressional Record.

Veryon / Director of UX and Product Design / 2016 - 2023

Player/coach head of product design at this private equity enterprise SaaS company as it grew from \$35m to \$75m ARR. Created the design function from scratch and developed design hiring, assessment, mentoring, and career pathing. Managed designers embedded in cross-functional teams for 3 distinct product lines. Wrote global product design SOPs contributing to ISO 9001 certification. Guided the development of a global design system. Led design of a 0-1 content distribution system that doubled publishing capacity. Conducted generative and evaluative research to inform a platform redesign to integrate AI/ML features and restore

Pearson / Director, UX and Product Design / 2014 - 2016

Senior-most UX design leader at this 80+ year old, world-class clinical assessment company. A player/coach, I was promoted from Lead to Director after 1 year. Managed 6 design leads focused on innovation, usefulness, and usability for best-in-class web and tablet-based psychological and career assessment products. Cross-discipline software development process improvements resulted in multiple ahead-of-schedule product releases.

GTB (Ford Motor Company) / Senior UX Architect / 2013 - 2014

Usability, journey management, and web UI design for global automotive marketing initiatives, including the product launch of the 2015 Ford Mustang, Ford.com's Build & Price tool, and the reintroduction of the Lincoln brand.

CareTech Solutions / Design & User Experience Lead / 2010 - 2013

Pioneered design research at this healthcare technology company while driving the organization to produce the world's first responsive websites and web applications for hospital systems. Multiple projects recognized with WebAwards.

YArts Detroit / Director of Multimedia Development / 2007 - 2010

Managed programming and a staff of 20+ FTE and contract leads and contributors working to create a non-profit arts and media production house employing and teaching adults and children.

Michigan Credit Union League / Instructional Designer / 2005 - 2007

Produced dozens of SCORM courses, designed and managed an online community of practice for financial services professionals, created one of the first consumer financial services podcasts, and instituted generative research and information architecture-building processes.

Core Competencies

Strategic Leadership: Product Design Vision & Strategy • Cross-Functional Collaboration • Workshop Facilitation • Executive Communication • Stakeholder Management • Team Development

Design Excellence: Generative & Evaluative Research • Journey Management • UX Design • UI Design • Prototyping • Accessibility • KPIs & Analytics • Design Systems

Domain Expertise: Enterprise SaaS/B2B Workflows • Emerging Technology Translation • Artificial Intelligence/Machine Learning