

# HARLAND DOUGLAS

UX | IOT &amp; CONNECTED EXPERIENCES

 **Connect**
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## + ABOUT

I am a design leader with 15 years of experience developing personalized, shared, and connected experiences across various mobility sectors and platforms including mobile, web, and emerging technologies. Throughout my career, I have built and managed global teams committed to delivering consistent, customer-centric experiences across the entire customer journey, aligning products with both user and brand goals. Notable achievements include leading Stellantis's global UX ownership team, innovating custom built-to-order hardware with Google's Moto Maker, and shaping Microsoft's early dual-screen experiences. My leadership emphasizes clear communication and stakeholder alignment to fuel innovation, trust, and product excellence.

## + CAREER HIGHLIGHTS

### LEADING A GLOBAL TEAM. Stellantis®

Established Stellantis's Global UX practice across NAFTA, LATAM, EMEA, and APAC design studios. The primary focus was on connectivity and ownership experiences across Mobile applications, smartwatch, and ownership portals. Lead the strategic vision and execution for the combination of the Mopar and UConnect application. Developed our Global Design System across the mobile and connected portfolio.

### REINVENTING A PURCHASING EXPERIENCE FOR SCALE. Motorola/Google®

Led the re-design of the Moto Maker Design Studio – a built to order hardware experience that was a first in the mobile industry by purchasing a phone completely online. Designed a scalable and global platform across kiosk, mobile, web, tablet, and desktop. Expanded the Moto Maker experience globally. Partnered with Verizon to create an omni-channel Moto Maker purchasing experience across all stores nationwide. (Webby nominated & IDEA award winner)

### SNUKWORK TEAM – NEW MOBILE PARADIGMS. Microsoft®

Core design member of the initial concept design of the Microsoft Duo (Dual Screen Device). Identified areas across the business including Office, Bing Travel, Xbox, and prototyped the initial POC video for this future form factor (2010).

## + CAPABILITIES

### LEADERSHIP & OPERATIONS

Team Charter & Mission, Career Development, Team Building & Offsites, 1:1's, Learning & Development, Dual Track Agile Design, Executive Presentations, External Vendor & Partner Relations, Team Meetings, Design Reviews, Budget, Resourcing & Sourcing Talent, Mentorship and Internship Programs.

### DESIGN CAPABILITIES

Customer Journey Mapping, Research (Generative & Evaluative), Personas, Storyboards, Illustration, Wireframes, User Flows, Design Systems, Prototypes, Interaction Design, User interface, Design, and Content Strategy.

## + EDUCATION

BFA in Digital Design

2006

Columbia College, Chicago

## + AWARDS

**1/** Webby Nomination  
2016 Moto Maker

**2/** IDEA  
2015 Moto Maker

## + RESUME

### **Move Design Labs, Chief Design Officer (Principal) | March 2023 – Present**

Mobility Insights and Ownership Experiences.

### **Head of Product Design, Avail Car Sharing | March 2022 – March 2023**

Managed design operations for a peer-to-peer car sharing platform owned by Allstate.

### **UX Design Leadership, LiveWire EV Motorcycles (Harley Davidson) | July 2021 – April 2022**

LiveWire (Harley Davidson's Electric Bike Company) Stealth project..

### **Global UX Practice Lead | Stellantis/FCA Fiat Chrysler | Sep 2019 – June 2021**

Established the Global UX Practice across the next generation mobile app, smart watch, and companion site. Drove a scalable design system across the entire portfolio. Combined the Mopar and UConnect App into one single app for the end user. Established core operating principles, cadence, reviews, recruiting and overall KPI's of the team.

### **UX Lead (Consultant) | Walgreens | Dec 2018 – Aug 2019**

Led a design team for a high volume, patient first, and pharmacist focused software suite. Provided various design solutions to address pain points across patient, technician, and pharmacist workflows. Responsibilities increased to oversee Supply Chain UX which allowed for a holistic view of the entire pharmacy flow. Managed day-to-day operations across my team supporting multiple scrum teams.

### **UX Lead | Climate Corporation | March 2017 – Nov 2018**

Led the Field Insights UX team which comprised of a connected experience of various field level sensors, machine inputs, drones, and agronomics sciences for small and large scale growing operations. Partnered with our Data Science team to provide insights into the analysis of yield and reduction of spray. Drove the discovery of a new business and provided the strategic vision to the CLT for funding and approval. Fieldview is the leader in IOT of farming and data science.

### **Principal User Experience Designer | Motorola (Google) | Nov 2014 – Dec 2016**

Responsible for Motorola's online customization studio called Moto Maker. Produced various artifacts (storyboards, personas, customer journey maps, wireframes, interaction specs, ui specs, and prototypes) to communicate the experience from discovery through development. Defined our UX process for new and remote team members in US, Brazil and China. Conducted local and international research ensuring the experience was culturally localized per region.

### **Digital Creative Director | Aon | Nov 2013 – July 2014 | Chicago**

Led the digital team for Aon's communication practice. Responsibilities included: gathering requirements, educating designers on web technologies, responsive design, video process, UX design, and resource allocation.

### **Senior UX Designer | Red Hat | Jul 2011 – April 2013 | Boston**

Defined the next generation experience for the suite of Red Hat web applications – supplied an experience overview for each, consisting of ux artifacts, flows, and visuals. Worked across the organization to help create a cohesive experience. Kicked-off our companies visual pattern library and design standards for all web applications. Led the initial UX design of Openshift (PASS).

### **UX Product Designer 3 | Microsoft | Apr 2010 – Apr 2011**

Designed core device navigation constructs with accompanying applications for a new mobile formfactor. Connected business and users needs into a vision video for company buy-in. User experience designer for the KIN Studio version 1.0 - 1.9. Designed interaction flows, wireframes, and provide design direction for technical bugs to external vendors. Drove various aspects of UX design from interaction flows, wireframes, prototyping, research, and final asset creation for Lync for mac (Via Aquent).

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