**Charles Shimooka**

415.305.3660 • shimooka@gmail.com • www.shimooka.com • linkedin.com/in/shimooka

**EXPERIENCE**

**Head of UX Dec 2021 – Present**

**Duetto,** Bay Area | SaaS

* Led the team responsible for all design and customer research across the company’s various product lines. Duetto is an enterprise, B2B software that provides price management, forecasting, budgeting, group business process, and reporting features for revenue and profit maximization in the hospitality industry. Ranked the #1 Hotel Revenue Management System in the world for 2022 - 2024 by Hotel Tech Report, the industry’s leading trade journal.
* Coached and guided team members along individualized career paths. Implemented a UX career ladder aligned that establishes clear paths towards advancement and skill development within the UX field.
* Oversaw the restructuring of the company’s research and design process, including research methodologies, tool overhauls, and a new design system.
* Used data, collaboration, and persuasion to overturn widely held company beliefs. Instituted an application redesign and new information architecture.

**VP of Product Design Sep 2020 – Dec 2021**

**Funnel IQ,** Bay Area | SaaS

* Head of product design and UX for a B2B business intelligence/analytics SaaS application
* Responsible for researching, defining, and prioritizing feature rollouts
* Led application design and delivery to development teams
* Collaborated with company leaders and technical teams to execute on the product vision and backlog

**Director, Product and UX** **Nov 2017 – Jan 2020**

**Sr. Manager, Product and UX May 2015 - Oct 2017**

**McKesson,** San Francisco, CA | Fortune 10, healthcare distribution and services

* Led the team responsible for the design, development, content, and demand gen of McKesson’s public web properties
* Ran the day-to-day logistics of a world-class B2B marketing organization including team, vendor, technology, and budget
* Oversaw the rebranding and information re-architecture of McKesson’s public sites
* Created the marketing attribution program and increased marketing-attributed leads by +300% YoY
* Created the personalization strategy that achieved a 70% click-through rate with site visitors
* Created the SEM (paid search) program, responsible for millions in new B2B contracts
* Led various customer-centric projects including voice-of-customer, personas, journey maps, and chatbot

**Lead User Experience Designer** **Aug 2014 – Mar 2015**

**eHealth,** San Francisco, CA | The nation’s largest private health insurance exchange

* Led the redesigns of Medicare.com and eHealth’s private health insurance exchanges (B2B2C business)
* Recommended and conducted user research strategies based on project needs, then incorporated the research findings into digital products
* Created style guides and pattern libraries to ensure consistent brand and interaction design throughout the organization
* Guided/mentored junior designers

**Sr. Manager, Product Development and UX Feb 2009 – Apr 2014**

**DIRECTV,** New York, NY | Satellite television provider

* Head of web product development for DIRECTV Latin America
* Designed and developed web applications for over six million customers across nine Latin American countries
* Devised/created DIRECTV Play, a first-of-its-kind video portal for Latin America and a new sales channel for the company
* Designed and managed the organization’s first public-facing e-commerce platform
* Redesigned and managed MiDIRECTV, the transactional customer account/self-care web application
* Identified problems in the software development lifecycle, then led a collaborative, Agile process redesign that increased delivery speed and reduced errors and team frustration

**Principal User Experience Designer Mar 2007 – Feb 2009**

**Keane,** New York, NY | Digital agency and IT consulting services

* Led client-facing design/consulting teams for a variety of applications and clients including Moody’s, Standard & Poor’s, Goldman Sachs, and Fresenius Medical Care
* Led the redesign of Spectra Laboratories next-gen EHR application for renal/dialysis care and testing
* Designed the financial ratings/reporting components for Moody’s Investor Service

**User Experience Designer / Project Manager Aug 2004 – Dec 2006**

**TechTarget,** Boston, MA | Technology media / marketing

* Designed and managed a variety of web projects for TechTarget’s network of technical sites
* Collaborated with stakeholders to build consensus, instilled user-centered design practices into all projects
* Managed production teams, engineers, and QA specialists to carry projects to completion
* Recipient of the department’s employee recognition award after only one year of service

**Design/Development Consultant Feb 2002 – Jul 2004**

* Designed and implemented end-to-end digital solutions for a range of clients
* Services included web design/development, e-commerce and CMS implementation, graphic design, branding/identity creation, photography, and translation

**EDUCATION**

**University of California, Berkeley, Haas School of Business Apr 2021**

**Masters of Business Administration**

Graduated with Honors (top 10% of class)

**Cornell University** **May 1996**

**Bachelor of Arts in Biological Science**

Dean’s list, National Science Foundation Fellow, Team Captain & School Record - Track & Field

**SKILLS**

|  |  |  |
| --- | --- | --- |
| **CX/UX**   * UX and design leadership * Wireframes * Visual design * Rapid prototyping * Usability testing * Optimization (A/B, multivariate testing) * Information architecture * Service design * Search engine optimization (SEO) * Search engine marketing (SEM) * User interviews & contextual inquiry * Voice of customer | **Software/Technology**   * Figma, Sketch, Axure, XD * Adobe Creative Suite * HTML, CSS, Javascript * Adobe Target, Optimizely, VWO * WordPress, Drupal, Ektron * Google Analytics * Google Tag Manager (GTM) * Qualtrics, SurveyMonkey, SurveyGizmo, iPerceptions * Familiarity with jQuery, PHP, MySQL | **Project Management**   * Agile/Scrum * SmartSheets * Jira * Sharepoint * Trello |

**ADDITIONAL**

* UX Certified – Nielsen Norman Group
* Publications: Boxes and Arrows “*A Beginner’s Guide to Website Optimization, Parts I – III*” January - March 2015
* Spanish fluency
* Hobbies include rock climbing, travel, bird watching