

CHARLES SHIMOOKA

Leadership for UX & Product Design Teams



(415) 305-3660

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[linkedin.com/in/shimooka](https://www.linkedin.com/in/shimooka)

Portfolio:

shimooka.com/v3/design-portfolio

SKILLS

UX / CX

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 / Design

Figma, Sketch, Axure, XD, Adobe Creative Suite, HTML, CSS, Javascript, Adobe Target, Optimizely, VWO, WordPress, Drupal, Ektron, Google Analytics, Google Tag Manager, Qualtrics, SurveyMonkey, iPerceptions, jQuery, PHP, MySQL

Project Management

Agile, Scrum, Jira, Sharepoint, Trello

EDUCATION

Masters of Business Administration

University of California, Berkeley,
Haas School of Business, 2021
With Honors (top 10% of class)

Bachelor of Arts, Biological Science

Cornell University, 1996
Dean's List, NSF Fellow, Captain and
School Record - Track & Field

PROFESSIONAL SUMMARY:

Results-driven UX and design leader with 15+ years building and scaling high-performing teams. Experienced in all stages of product discovery, research, design and development. I specialize in evidence-based, user-centered design practices and product management.

WORK EXPERIENCE:

HEAD OF UX

Dec 2021 - Present

Duetto, San Francisco, CA

- Led the team responsible for all design and customer research for the company. Duetto is an enterprise, B2B software that provides pricing, forecasting, workflow, and reporting features for revenue and profit maximization in the hospitality industry. Ranked the #1 Hotel Revenue Management System in the world, 2022–2025.
- Restructured the team's research and design processes into a centralized partnership model. Overhauled processes, methods, tools, and the design system, resulting in higher efficiency, quality, collaboration, and job satisfaction
- Coached and mentored team members
- Used data, collaboration, and persuasion to overturn widely held company beliefs. Instituted an application redesign and new information architecture
- Led product ideation/development for initiatives including new market opportunities (economy properties), forecasting software, and mobile solutions

VP of Product Design

Sep 2020 - Dec 2021

Funnel IQ, San Francisco, CA

- Head of product design for a B2B BI/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, DIGITAL MARKETING

Nov 2017 - Jan 2020

SR. MANAGER, PRODUCT AND UX

May 2015 - Oct 2017

McKesson, San Francisco, CA

- Led the team responsible for the design, development, content, and demand generation 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 the public websites
- Created the marketing program that led to an increase of marketing-attributed leads by +300% YoY

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LANGUAGES

English (Native)
Spanish (Fluent)

ADDITIONAL

UX Certified: Nielsen Norman
Group

Publications: Boxes and Arrows "A
*Beginner's Guide to Website
Optimization, Parts I – III*" Jan 2015

Hobbies include rock climbing,
hiking and travel

WORK EXPERIENCE (continued)

- Created the website personalization strategy, achieving a 70% click-through rate
- Created and ran the SEM program that resulted in millions in new B2B contracts
- Led various customer-centric projects including voice-of-customer, personas, journey maps, and chatbot

LEAD UX DESIGNER

Aug 2014 - Mar 2015

eHealth, San Francisco, CA

- Led the redesigns of Medicare.com and eHealth's private health insurance marketplace (B2B2C business)
- Formulated and conducted user research plans and incorporated the 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

- Head of web product development for DIRECTV Latin America, which provided web applications for over six million customers across Latin American
- Conceived and managed DIRECTV Play, a first-of-its-kind video portal for Latin America and a new sales channel for the company
- Designed/managed the organization's first public-facing e-commerce platform
- Managed the organization's customer account/self-care portal
- Redesigned the software development life cycle to increase efficiency and quality while reducing team frustration

PRINCIPAL UX DESIGNER

Mar 2007 - Feb 2009

Keane, New York, NY

- Led client-facing design/consulting teams for a variety of applications and clients including Moody's, Standard & Poor's, Goldman Sachs, and Fresenius Medical
- 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

UX DESIGNER / PROJECT MANAGER

Aug 2004 - Dec 2006

TechTarget, Boston, MA

- Designed web projects for TechTarget's network of technical sites
- Collaborated with stakeholders and managed production teams, engineers, and QA specialists to carry projects to completion
- Employee recognition award winner