

KAYLA BLOCK, MA

UX STRATEGY FROM DISCOVERY TO RELEASE



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Remote based since 2015 MT / CA

About Me

20+ years of UX leadership in complex, enterprise domains. Expertise in AI/ML opportunities for innovation.

Experience

BMC 2015 to present

Principal UX Designer and Researcher

Driving the strategic UX vision of Enterprise Digital Transformation across our entire IT Service Management Business Unit and working across Business Units to best serve our customers by identifying and creating ServiceOps opportunities. My role is heavily customer facing, identifying their pain points, and creating elegant solutions by working with R&D, Product Management, and Executive Leadership.

The modern enterprise needs to streamline and automate to remain competitive. AI/ML provides opportunities to reduce costs, and let humans focus on complex things that machines can't do, while offloading repetitive, human toil, to machines.

Accomplishments and Duties:

- Lead team of 3-6 designers (varies)
- Drove multiple products from Discovery through to GA. Gartner Group has acknowledged my work for vision and completeness in their Magic Quadrant analysis.
- Worked with sales to make sure customers are heard and understood, directly helping to close new business and retain existing business for \$12 million last year.
- Pitch ideas to our Executive Leadership Team using storytelling and prototypes to acquire executive funding and sponsorship. I also take their high level strategic ideas and facilitate discovery research to ground the ideas into new features.
- Lead DesignOps initiatives including authoring a "UX is Everyone's Job", framework, and creating processes to improve consistency within and across products.
- Research methods - usability testing, concept testing, design thinking workshops.
- Mentoring junior designers and researchers.
- Leading design critiques while facilitating a sense of safety for designers.

Lead UX Designer and Researcher

- Driving our Service Management Business Unit but primarily focused on Helix ITSM.
- Identifying user centered requirements in collaboration with PM and executive management.
- Scrum Master for our Design Pattern Library used by most BMC products.
- User research and design for Chatbot and Live Chat products (green field)
- Hands on design and research but also lead a design team under my direction.

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Experience

Eyefinity / VSP 2012-2015

UX Lead (Design and Research)

Eyefinity Practice Management is a web based application designed to replace an aging Windows-based application to run Optometry offices.

- First UX designer at VSP (parent company of Eyefinity), laying the foundation for user-centered design processes within the Eyefinity division of VSP including generative and evaluative user research, design thinking.
- Created a design pattern library from scratch, for dev and the growing UX team.
- Using Design Thinking, created an interface that would have saved the company ~\$1m per year and would have improved turnaround time and quality for our Optometry offices.
- Built a team of 3 UX designers. Ran UX training workshops for the development team, including topics about best practices and research to help scale across more products. Mentored junior designers.

PAR Springer Miller

UX Lead 2011-2012

Hospitality and Spa software for large hotels with complex calendar and accounting needs.

Additional Domains

Building automation

Time tracking for hotel technical staff

Developer tools (SourceForge)

Hospital software (Quadramed)

Education & Credentials

BA in Psychology

UC Santa Cruz

MA in Clinical Psychology

California School of Professional Psychology

Certificate in Artificial Intelligence

UC Berkeley / Haas School of Business

Certified Scrum Master (CSM)

Certified Product Owner (CPO)

LinkedIn

DesignOps Managing Stakeholders & more (see LinkedIn)

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Blog Posts

8 things for UX Designers to Know About Data Science

Designing transparent, trustworthy machine-learning based interfaces is easier when we understand a bit about the technology.

Reinforcement Learning for UX Designers

If your UX background is in social science research, you may already know more than you think about the machine learning technique of reinforcement learning!

No, We're Not Just All the Same: Running a Design Thinking Workshop in Norway

We all tend to assume that people are similar to us, even cross culturally. When I ran my first International Design Thinking workshop, almost every assumption I had about how to run a workshop was challenged. I also ran into some unique considerations for our software!

Do You Know Your Users? Best Practices in Persona-Based Design

Many companies leverage persona based design. But they don't always harness the full power of this methodology. This article includes ways to generate buy in and get the whole team thinking about the user during the full development process.

Speaking

Intelligent Swarming for the Service Desk

Helix Immersion Days Conference in Las Vegas, NV

Innovations in Service Desk Collaboration

Service Management and Automation Conference in Las Vegas, NV

Bees Do It: Intelligent Swarming for the Enterprise

Syscom Connect Conference in Oslo, Norway

Expertise

Additional skills not mentioned above

- Figma
- Sketch
- Adobe Suite
- Contextual inquiry
- Focus groups
- Discovery and Design Thinking Workshops
- Usability Testing
- RITE testing
- Concept Value Testing
- Mentoring
- Facilitating collaboration
- Selling ideas
- Cross disciplinary collaboration