

# TOBI JO LEBRON

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PRINCIPAL UX DIRECTOR

## ABOUT ME

UX leader with **10+ years of experience** listening to users, telling their stories, and creating compelling experiences that add *value* to their lives.

**Organizing chaos.** Directing the ship. Clients come to me to solve particularly complex problems. I am known for asking the right questions, following the right clues, and building consensus around a well-researched product vision.

I have had the pleasure to work at **Huge**, **Razorfish** and **Frog Design** on accounts like Target, American Express, Capital One, and iHeartMedia.

## PROFESSIONAL EXPERIENCE

### Principal UX Director // Tobi Jo Creative

*Sept. 2014–Present*

**Pitched and won \$700k** in contracts. Managed up to 11 remote subcontractors on 3+ simultaneous tracks. Provided guidance to 50+ person project teams.

**Redesigned and launched six** responsive publishing platforms. Reorganized and structured 300-2000+ pieces of content per project. Hands-on research, strategy, and design.

**Clients** include New York State, NYSERDA, Edible Communities, The Jewish Agency for Israel, Johnson & Johnson.

### Associate User Experience Director // Huge

*Aug. 2010–Aug. 2014*

**Promoted from UX Lead to Associate Director** in 2012. Hired from a contract position to UX Lead in 2010. Dates include contract and full-time tenure.

**Created multi-channel vision prototypes**, detailed design, and style libraries for AARP Travel, Target, iHeartMedia, American Express, New York City, Capital One, and several high-profile pitches.

**Mentored and managed four** direct reports. UX School Director.

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## SKILLS

Digital Strategy

Prototyping

Team & Project Leadership

Lean & Agile UX

User Research  
guerrilla, traditional,  
usability, ethnography

Storytelling  
pitches, presentations,  
public speaking, happy hour

Multi-Channel  
voice, in-store,  
mobile, social media

Information Architecture

Responsive Web Apps

Native Apps

Content Strategy

Internationalization

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## PROFESSIONAL EXPERIENCE, CONTINUED

### User Experience Lead // Time Inc.

*Apr. 2005–Oct. 2007, Jun. 2009–Jun. 2010*

**Promoted** from Senior UX Designer to UX Lead in 2009.

**Redesigned and launched** EW.com, MyRecipes.com, CookingLight.com, SouthernLiving.com, Sunset.com, and CoastalLiving.com.

**Thought leader and public speaker** on structured content, faceted search, and design pattern libraries. Documented and maintained the Time Inc. Design Library.

### Senior Information Architect // Razorfish

*Oct. 2007–Jun. 2009*

**Led, researched, and designed** client side financial services. Clients included Prudential Financial, T. Rowe Price, and Merrill Lynch.

### User Interface Design Consultant // Frog Design

*Jan. 2004–Mar. 2005*

**Planned, designed, and illustrated** Hewlett Packard user interface icons and software drivers. Documented and maintained Hewlett Packard Design Library.

## AWARDS & HONORS

CODiE Award

2014 // Startup.NYC

Collaboration with Gust

Webby Award

2009 // CookingLight.com

MIN Award

2009 // SouthernLiving.com

Mensa Qualifier

1999 // Sydney, Australia

## EDUCATION

NYU

UNC Asheville

## SOFTWARE

Sketch

UXPin

Adobe CC

Keynote

InVision

Principle

JIRA

Cloud Collaboration

