

LUKE A. LANCASTER

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Objective

Passionately seeking challenging projects that engage critical and strategic skills to enhance the usability of digital brand experiences.

Professional Experience

2021-Current

RAPP Worldwide

Dallas, TX

Director of User Experience

- Developing and growing the User Experience practice across the agency.
- Lead UX Designer for Lexus & Toyota clients.
- Creating UX research suite of usability and user testing services.
- Growing agency revenue through expansion of incremental UX services.

2007-2020

The Richards Group

Dallas, TX

User Experience Director

- Led UX practice at largest privately held advertising agency in the U.S.
- Provided user-centered evidence-based design solutions for clients' strategic objectives.
- Analyzed and restructured Choctaw Casinos' site on an accelerated timeline within their existing WordPress CMS.
- Created digital brand experiences for Chick-fil-A, Home Depot, Salvation Army, Rockwell-Collins and other brands.
- Developed information architecture and UX Design best practices.
- Created documentation including conceptual diagrams, site maps, interaction flows, wireframes, content audits and detailed functional and user interaction specifications.
- Created interactive prototypes for rapid development agile projects.
- Designed and moderated online and lab-based user testing of design solutions along with topline finding and recommendation reports.
- Provided business intelligence research with competitive analyses, conducting stakeholder interviews and estimating project timelines.

2004-2007

IMC²

Dallas, TX

Senior User Experience Architect

- Translated client business objectives, user needs and requirements into organized hierarchical information structures.
- Analyzed and developed task models and user scenarios.
- Developed architectures, navigation schemes, workflows and wireframes.
- Designed and moderated usability testing sessions and reports.
- Applied user-centered design best practices and advocated user needs throughout the project.
- Collaborated with creative designers, technology developers and client services throughout the organic development process.
- Presented structural and information design concepts to internal teams, executive management and agency clients.
- Developed a highly interactive relationship marketing solution for the largest OTC drug launch at GlaxoSmithKline, with \$2-5 billion in annual sales.

- Restructured the user experience of Omni Hotels' site to focus on user needs while boosting the business' ROI objectives.
- Developed UX design and architecture for agency's major travel, pharmaceutical and consumer product brand sites.

2001-2004

MATCH.COM

Richardson, TX

New Product Development Manager

- Managed and designed new pioneering product features for the customer online dating experience.
- Applied user experience design skills of information architecture, navigational hierarchies, usability testing, flow diagramming, wireframing, detailed use cases, user interface design, prototyping and functional specifications.
- Collaborated with creative designers, technical development, QA testing and customer care training teams.
- Supervised cross-functional team to ensure customer needs and technology capabilities aligned for product development.
- Designed user testing discussion guides. Moderated user testing sessions, focus groups and surveys.
- Managed internal staff of copywriters, interface designers and developers to develop multiple new web and mobile projects.

2000-2001

RARE MEDIUM

Dallas, TX

Design Technologist

- Combined creative vision and technical design specifications for integration into Internet, intranet and extranet sites.
- Developed information architecture solutions as well as user interface design using front end programming of HTML, JavaScript and ASP.
- Designed and implemented coursework and curriculum, in addition to teaching classes for Design Technology certification for Rare University.

1996–2000

AGENCY.COM

Dallas, TX

Developer

- Developed interactive web applications, CMS apps using ASP, VBScript, JavaScript, DHTML and relational databases.
- Maintained website source code and production processes.
- Created ASP-based email and locator applications for Allstate.
- Developed extensive sites for major international corporations requiring localization and translation development.
- Managed an international team for 2 years in France developing various branded websites.
- Built client brand sites for Disneyland Paris, PageNet, Merrill-Lynch, Motorola, Sprint, Sun Microsystems, Compaq, CompUSA and many others.

LUKE A. LANCASTER

- Technical Skills** Axure RP, Photoshop, Illustrator, Adobe XD; Various online user testing software tools. Excellent written and verbal communications.
- Education** 1993–1996 Southern Methodist University Dallas, TX
- B.A. Communications.
 - Graduated Summa Cum Laude.
- Interests** Ironman Triathlete, World Traveler and Community Volunteer.