

Gary Palmer II, Ph.D.

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Summary

Executive UX leader with over 10 years' experience driving human-centered design in complex, data-driven environments. Specialize in aligning research insights with business objectives, mentoring high-performing teams, and optimizing UX strategies to deliver measurable results. Proven track record in scaling design operations, managing multi-hundred-thousand-dollar budgets, and creating intuitive, scalable experiences for enterprise SaaS and cybersecurity platforms.

Skills

- **Product & UX Strategy:** Product Development, Defining Requirements, Strategic Initiatives, UX Strategy, Strategy
- **User Research & Design:** User Research, User-Centered Design, Product Design, Data-Driven Design, Design Thinking, Usability Testing, Intuitiveness
- **Leadership & Team Management:** Mentoring, Coaching, Cross-Functional Team Leadership, Managing Meetings, Teamwork, Resource Allocation, Customer Insight
- **Development & Agile Practices:** Agile Practices, Jira
- **Design Tools:** Design Tools, Axure RP

Work Experience

Eleven Peppers Studios

Apr 2022 - Present

Principal UX Researcher & Program Manager

- Led an 8-person UX operations team, reporting directly to the CEO, while setting strategic user experience direction and overseeing hiring, performance management, and KPI development within a \$550K budget to support enterprise-wide usability standards.
- Streamlined usability testing method development by 50%, bolstering team efficiency and earning the internal Team Management Lead Award for exceptional leadership and cultural transformation.
- Optimized resource allocation and cross-functional collaboration workflows to save a client \$500K by reducing UX study material production time by 60%, ensuring user-centered design enhancements were effectively integrated into product development.
- Formalized designer/developer transition processes between accounts, driving \$400K in new revenue and increasing production capacity by 20% while ensuring 100% fulfillment of contract obligations.
- Converted focus group insights into actionable design improvements that increased the application's user base by 15% and generated an additional \$200K in revenue, aligning usability testing outcomes with strategic product enhancements.
- Analyzed user behavior to reduce monthly overhead by \$25K and decrease 75%+ of customer service calls, refining support applications and accelerating workflows by 75% through data-driven design optimizations.

Eleven Peppers Studios

Aug 2019 - Apr 2022

Senior User Experience Architect

- Integrated UX strategy into organizational leadership and product lifecycle planning while managing a \$450K budget and mentoring a team of four, ensuring scalable access to UX artifacts through a centralized UI guide.
- Directed UX research for four concurrent enterprise projects, collaborating closely with design and development teams to deliver user-centered interfaces for complex applications and reinforcing the strategic vision behind each product.
- Standardized UX processes to drive \$200K in operational cost savings by crafting persuasive, insight-driven presentations that secured executive buy-in and positioned UX as a revenue-enabling service platform.
- Facilitated cross-functional focus groups to translate user feedback into actionable product enhancements, improving application usage by 15% and embedding user-centered design into agile development cycles.
- Established brand consistency by designing and implementing a unified style guide and UX framework across four products, applying prioritization tools to ensure consistent and excellent design standards.
- Enhanced customer retention by 20% through resolving over 65 Jira tickets annually, refining UX workflows and resource allocation to elevate overall user satisfaction and support continuous product improvement.

Booz Allen Hamilton

Nov 2017 - Jul 2019

User Experience Lead

- Managed UX strategy and execution for clients intranet site, overseeing a \$300K budget and 2 direct reports while streamlining access and functionality across 50 HR stakeholders.
- Reduced support staff costs by approximately 67% by leading the migration to an enterprise SharePoint solution, eliminating the need for decentralized department-level site management.
- Cut navigation time by 40% on the most visited intranet page by analyzing insights from a 13-department survey and implementing structural and content adjustments based on card sorting and tree testing.

Abex Systems, LLC

Oct 2016 - Nov 2017

Project Manager & UX Researcher & Designer

- Spearheaded UX strategy and research planning across the organization, collaborating with 4 team members to design company-wide growth and maturation initiatives while managing a \$75K budget under the deputy CIO.

- Created comprehensive UX assets, including surveys, personas, archetypes, scenarios, and wireframes for an experimental mobile application, unlocking \$75K in potential top-line revenue.
- Elevated market presence by 25% through partnership with the design team to revamp the company website, using iterative wireframes and prototypes informed by user journey analysis and qualitative research.
- Influenced user-centric culture by launching LEAN training workshops and integrating UX best practices into innovation processes across the tech office.

Octo Consulting Group

Feb 2015 - Sep 2016

Senior User Experience Architect & Researcher

- Eliminated \$7M in operational costs by conducting extensive usability testing and participant observation, identifying inefficiencies in intranet workflows, and implementing optimized task flows for high-impact improvements.
- Generated \$150K in new business by designing and pitching innovative UX/UI design processes, aligning agile and UX models, and producing research-driven assets including surveys, personas, and wireframes for commercial sales efforts.
- Delivered 15+ heuristic evaluations that led to the development of a standardized intranet application, significantly reducing internal resource needs and streamlining the creation of navigable internal sites.

OGSystems

Jan 2014 - Jan 2015

User Experience Consultant

- Delivered usability solutions and UX artifacts that enabled product teams to enhance platform functionality, supporting data science initiatives through user story development, data ingestion oversight, and adoption of emerging technologies.
- Performed a heuristic evaluation of the GRIDWAVE product, identifying and resolving 50+ UX issues, which contributed to the activation of a \$25K revenue stream and significantly improved user interface performance.
- Created end-to-end UX assets, including personas, scenarios, user flows, workflow diagrams, and wireframes for a semantic indexing application, directly informing product design and improving development efficiency.

Education

Clemson University

Jan 2010 - Jan 2013

Ph.D., Industrial Engineering

Clemson University

Jan 2008 - Jan 2010

M.S., Mechanical Engineering

Projects

Wheel Endurance and Sand Traction Merry-Go-Round System

May 2009 - Present

- Soft-soil wheel endurance and traction testing machine built for NASA at Clemson University.

Certifications

- Transitioning from Manager to Leader
- UXC