Devon Holloway

Oakland, CA · devon.holloway@example.com · (510) 555-0131 · linkedin.com/in/example-devon-holloway

My Key Qualifications

- **11 years of enterprise SaaS UX design**, from geospatial analytics software at Esri in 2015 to leading workflow-heavy product areas at Samsara.
- End-to-end ownership of complex workflows: a redesigned driver dispatch flow cut median task time **from 14 minutes to 9 minutes** after validation with 18 customer participants.
- **Advanced Figma practice** spanning prototyping, component architecture, and a design system expansion that shortened design-to-dev handoff by 6 business days across 4 releases.
- Fluent with **Amplitude, Looker, Pendo, Optimizely, and Tableau**; used Amplitude events and Looker trends to lift weekly dashboard use from 48% to 59% at targeted accounts.
- Mixed-method research and service blueprinting at ServiceMax: uncovered 21 workflow gaps, 8 adopted into the next planning cycle, plus field usability testing with technicians.
- Role-based admin and permissions experience: redesigned platform permissions and **cut admin support escalations by 23%**.
- Mentors designers through weekly critiques and quarterly review sessions, growing participation from 9 to 17 designers and product partners per session.

Experience

Senior UX Designer — **Samsara**, connected operations platform for physical operations teams (enterprise SaaS)

May 2022 – Present · 4 yrs 6 mos

- Lead end-to-end UX for workflow-heavy fleet and field operations product areas, from discovery and workflow modeling through final design, validation, and launch.
- Redesigned a multi-step driver dispatch workflow for operations managers, cutting median task time from 14 minutes to 9 minutes after validating prototypes with 18 customer participants and simplifying table actions and exception handling in Figma.
- Led the redesign of role-based admin permissions for a core platform area, reducing permission-related support escalations by 23% the following quarter through discovery interviews with admins and customer success teams and clearer inheritance and visibility rules.
- Established analytics instrumentation goals for a dashboard modernization effort with product and data teams, defining Amplitude events and reviewing Looker usage trends to lift weekly active use of the redesigned dashboard from 48% to 59% among targeted accounts.
- Expanded the design system for tables, filters, and status patterns across operations products with reusable Figma component specifications, shortening design-to-dev handoff time by 6 business days across 4 releases.
- Mentor designers through weekly critiques and structured guidance, and facilitate quarterly workflow review sessions that raised design review participation from 9 to 17 designers and product partners per session.

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UX Designer — **ServiceMax**, enterprise field service management software

Mar 2018 – Apr 2022 · 4 yrs 1 mo

- Redesigned the work-order creation flow for dispatch coordinators, cutting average completion time from 11 minutes to 7 minutes through contextual interviews, restructured form groups, and progressive disclosure for advanced fields.
- Built a mobile-first technician checklist for field task completion, growing pilot adoption from 42 to 96 technicians in 3 months after testing low- and high-fidelity concepts with field users and simplifying offline-friendly interaction patterns.
- Mapped end-to-end service scheduling dependencies across dispatch, inventory, and customer updates via cross-functional service blueprinting sessions with product, support, and implementation teams, identifying 21 workflow gaps with 8 adopted into the next planning cycle.
- Designed responsive web and mobile workflows for scheduling, work orders, and service execution, partnering with product managers and engineers to scope releases and refine requirements in Agile delivery.

Interaction Designer — **Esri**, a geospatial software company

Jan 2015 – Feb 2018 · 3 yrs 1 mo

- Redesigned the layer configuration panel used in analytics workflows, cutting average setup errors from 5 per month to 2 per month in internal beta tracking by simplifying control grouping and validation states after heuristic review and user feedback sessions.
- Introduced reusable navigation patterns for a web-based analytics module, cutting new-screen design time by 20 hours per release cycle by documenting shared patterns and aligning implementation expectations with front-end engineers.
- Designed interaction flows and interface patterns for professional desktop and web software, collaborating with engineers and product owners on requirements, reviews, and release preparation.

Education

- **San Jose State University** — Bachelor of Science in Industrial Design · 2010 – 2014

Skills

- **Design & Prototyping:** Figma, Design Systems, Dashboard Design, Enterprise UX, Accessibility Evaluation, Service Blueprinting
- **Analytics & Experimentation:** Amplitude, Looker, Pendo, Optimizely, Tableau
- **Leadership:** Mentoring Designers

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