GLENN **VAN HOUTEN**

UX LEADER & DESIGNER

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Experience
2012 - Present

AMAZON

Sr. UX Manager, Unannounced Project

I am currently leading a team of designers on an unannounced generative AI project.

Head of UX, Amazon Game Growth

Amazon Game Growth was a team dedicated to amplifying 1st and 3rd party games discovery, engagement and monetization. In my role as Head of UX, I was a key stakeholder in the strategic direction of the organization, I built a centralized design team, delivered solutions for all of our core products, managed the organization's rebrand, oversaw the development of a comprehensive design system, and managed internal and external partner and vendor relationships.

- Built, managed, and mentored a centralized, high-performing design, research, and program management team.
- Delivered retail solutions that increased conversion over 200%.
- Delivered ingestion solutions that reduced development time from weeks to hours.
- Delivered identity and ad solutions that supported hundreds of millions of customers and increased ROI over 300%.
- Delivered comprehensive design systems for mobile, tablet, and web that substantially reduced time to design, iterate, test, and build solutions across all of our core products.
- Instituted human-centered design best practices, including up-front customer research, design sprints, rapid-iterative design & testing, and high-fidelity prototyping.
- Drove strategic alignment across external and internal organizations, including personally presenting to the highest levels at Amazon and C-level executives for external partners.
- Worked with fellow organizational leaders to create measurable team health goals, developed a strategy for capturing and tracking our progress, and regularly scored higher in team health-related metrics than the Amazon average.
- Onboarded critical research and design tools (Qualtrix, UserTesting.com, Figma), including renegotiating contracts that resulted in hundreds of thousands of dollars saved annually.

Sr UX Manager, Amazon Lumberyard Game Engine

Amazon Lumberyard (now O3DE) is an open-source game engine developed by Amazon. I managed a team of designers responsible for redeveloping the user experience across the entire Lumberyard suite of desktop applications (i.e., world building, physics, animation, environment, lighting, UI, etc.).

- Built, managed, and mentored a centralized, high-performing design and research team that was responsible for delivering solutions for a suite of over a dozen desktop applications.
- Successfully launched hundreds of product improvements resulting in significant increases in System Usability Scores (SUS), Task Completion Times (TCT), and NPS.
- Introduced the design sprint methodology which resulted in better alignment across design, product, and engineering, and delivered many of Lumberyard's best received features.
- Managed the creation of a comprehensive design system built to scale across the entire suite of Lumberyard products.
- Improved product design and development by introducing best practices in product requirements documentation, roadmapping, and sprint planning in Jira.

Experience
2012 - Present

AMAZON (cont.)

Sr UX Designer, Amazon Appstore & Twitch

As the senior designer for Amazon Appstore, I was involved in every significant project related to Appstore either as the lead designer or a knowledge leader. As the design lead for Twitch integration I was responsible for designing, testing, and delivering the Bits monetization effort as well as a trans-media storefront experience for games.

- Delivered dozens of product and feature solutions for the Appstore developer portal, 1st party devices (Fire Phone, Fire Tablets, Fire TV), and Appstore Mobile Android client that increased engagement, discovery, and conversion.
- Delivered an all-new appstore experience called Amazon Underground, where all apps were free and developers were compensated based on customer engagement. I was the design lead for branding, 1st party device integration, and developer experience.

2011 - 2012

INTUIT

Sr Interaction Designer, Mobile

After leading a team of designers as the Creative Director for Scantron for five years, I decided to step back into an IC role at Intuit where I was the Sr. UX Designer for Intuit's mobile and next-gen tax preparation solutions. My work included partnering with several cross-functional teams to design, test, and develop an entirely new user-centered customer experience.

- Designed, tested, and developed features and improvements for TurboTax mobile products, including SnapTax (mobile tax filing) and TaxCaster (simple tax calculator).
- Designed solutions that improved SnapTax conversion rates by 20%.
- Designed, tested, and developed next-generation tax preparation solutions on desktop that significantly improved user comprehension, retention, and completion rates.
- Designed, tested, and developed several blue sky prototypes for next generation products and services, some of which have since been adopted (i.e., TurboTax Live).

2007 - 2011

SCANTRON

Creative Director

As Creative Director for Scantron, I was responsible for hiring and managing a team of visual and interaction designers, mentoring them on user-centered design best practices, and delivering user experience and branding solutions for Scantron's suite of products on mobile, web, and desktop.

- Drove the strategy and production of marketing related media (multimedia, print, web, mobile, and environmental).
- Recreated Scantron's brand identity with a comprehensive design system and managed the consolidation of multiple brands and all electronic and physical assets during mergers in which Scantron more than doubled in size.
- Delivered interaction design solutions for all of Scantron's assessment, data collection, and hardware applications.

2001 - 2007

VVCC

Sr Designer

As the Sr. Designer for Van Vechten Creative Communications (VVCC), I was responsible for delivering brand and user experience solutions for a wide range of clients. While I worked on a broad range of print and visual solutions, I was primarily responsible for delivering websites, where I owned the end-to-end product from visual and interaction design to the coding of dynamic, database-driven sites in HTML, CSS, Javascript, Actionscript (Flash), and PHP.

Notable clients:

- Four Seasons Hotels
- Tony Robbins International
- San Diego Symphony
- Hubbs-Sea World Research Institute

Education

University of Arizona
BFA with Emphasis in Design

Skills

Design & Organizational Leadership
Strategic and Organizational Development, Design & Research Team Building, Partner and Vendor Relations, Stakeholder Management

User Experience Design
User Flows, Journey Maps, Information Architecture, Wireframes, Prototyping

Interface Design
Design Systems, Mobile, Web, TV

Visual & Motion Design
Branding Systems, Illustration, Video & Animation

Design & User Research
Design Sprints, Heuristic Analysis, Competitive Analysis, Customer Interviews, Personas, Journey Maps, User Testing

Tools

Design & Multimedia Software
Adobe CC (Photoshop, Illustrator, Premier, After Effects, InDesign, etc.), Figma, Sketch, Invision, Final Cut Pro, Axure, Balsamiq, Unity, Unreal, Logic Pro

Collaboration Software
Confluence, Jira, Trello, Basecamp, Miro, Mural

Coding
HTML, CSS, Javascript, PHP, MySQL

Professional Affiliations

AIGA San Diego
Former Board Member, Web Chair, Experience Design Committee, Y Conference Stage Manager

Cuyamaca College
Adjunct Faculty (teaching Coding & Design for Web)