

Rick Evans 3157 Fair Oaks Dr. Maryville TN 37803

PROFILE

Business Product Owner & UX Leader with 20+ years of experience bridging business requirements and technical implementation. Expert in product roadmap development, stakeholder management, and cross-functional team leadership. Proven track record of delivering customer-focused solutions that drive business value through strategic product vision and agile methodologies.

CORE COMPETENCIES

- Product Strategy & Roadmap Development | Stakeholder Management | Agile/Scrum Methodologies
- Requirements Definition & Prioritization | Cross-functional Team Leadership | User Story Creation
- Business Analysis & Process Improvement | Customer Research & Validation | Product Backlog Management

EXPERIENCE

UX Consultant, Attentive 2 Design, Maryville, TN | 2021 - current

- Lead product discovery and requirements gathering for multiple client engagements, defining features aligned with business objectives
- Partner with stakeholders to design clinical quality measures and implementation strategies, translating business needs into actionable development requirements
- Architect information systems for St. Jude worldwide community, improving cross-team collaboration and operational efficiency

Director of Product Experience, Optum, Raleigh NC | 2018 - 2021

- **Product Owner** for Type 2 Diabetes provider-facing medication recommender application, reducing clinical decision variability and improving patient outcomes
- Defined product strategy and vision for EHR integration initiative, enabling Smart on FHIR application access for clinicians
- Collaborated with business units and technical teams to prioritize feature development and align deliverables with business value

UX Consultant, User-View, Durham, NC | 2018

- Conducted comprehensive business analysis of healthcare call center operations to define requirements for new CRM tool
- Interviewed key stakeholders (Medicare brokers, agency heads) to gather business requirements for portal redesign

- Created detailed user stories and prototypes to facilitate development team understanding and implementation

UX Consultant, MBO Partners, Durham, NC | 2016 - 2017

- **Product Visionary** for comprehensive healthcare platform, defining 5-year product roadmap aligned with customer needs analysis
- Participated in 24+ stakeholder sessions in clinical environments to gather requirements and validate product assumptions
- Translated complex business requirements into technical specifications for development teams

Sr UX Consultant, RoleModel Software, Holly Springs, NC | 2012 - 2015

- **Led product development** for 3 concurrent projects across different industries, managing stakeholder expectations and delivery timelines
- Conducted user research and market analysis for new product opportunities, directly contributing to business development success
- Delivered end-to-end product solutions from concept through final implementation

Lead User Experience Engineer, Thomson Reuters, Durham, NC | 2011

- **Product Owner** for customer-facing applications, conducting usability validation with 12+ customers before development
- Delivered 3 high-fidelity product prototypes within aggressive 1-month timeline for customer conference demonstration
- Proposed and designed communication portal solution to improve collaboration between UX, Business Analysts, Product Managers, and external customers
- Led development of customer reporting tool that secured multi-million-dollar contract

Software Developer 4, SAS Institute Inc, Cary, NC | 2007 - 2010

- **Early adopter and implementer** of customer solutions using emerging Adobe Flex 3 technology
- Built 2D and 3D visualization tools for Retail Space Planning product line
- Enhanced loan submission processes through interactive geocoding features for HMDA/CRA compliance

Usability Consultant, Glaxo Smith Kline (GSK), Durham, NC | 2006

- **Process improvement specialist** - automated manual workflows, reducing weekly time commitment from 4 hours to under 15 minutes for 20+ scientists

- Served on agile XP development team, participating in 4 production releases over 7 months
- Partnered with business stakeholders to conduct usability testing and iterative product improvements

User Interface Designer, Capital Group Companies, San Antonio, TX | 2004 - 2006

- **Product Owner** for knowledge management system redesign serving ~2000 users, implementing changes based on usability research
- Managed 15+ product enhancements in final 6 months, coordinating with 10 different developers
- Introduced persona-based development methodology for Business Analysts, Developers, Testers, and Managers
- Evaluated and selected software solutions for training department, delivering \$1000 per classroom cost savings

Software Developer IV, SAS Institute Inc, Cary, NC | 2002 - 2004

- **Product lead** for first release of enterprise Business Intelligence query and reporting web application
- Collaborated with UI designers and graphic artists to optimize product usability and visual appeal

GUI Architect, Fujitsu Network Communications, Raleigh, NC | 1999 - 2001

- **Product improvement specialist** - eliminated usability problems through complete application redesign based on customer feedback
- Established UI guidelines and standards to ensure product consistency and reduce customer learning curve
- **Technical lead** for GUI development, improving multi-site team communication and collaboration

EDUCATION

Virginia Tech, Blacksburg, VA — Bachelor of Science, Geophysics | 1984

KEY ACHIEVEMENTS

- Delivered products serving thousands of users across healthcare, financial services, and enterprise software sectors
- Secured multi-million-dollar contracts through strategic product development and customer validation
- Led cross-functional teams spanning UX, development, business analysis, and product management