

# Dave Lumerman, MS

UX Design Manager

dave@lumerman.com

516.655.8669

linkedin.com/in/davelumerman

lumerman.com

## ACCOMPLISHMENTS

---

- Developed Benefits Enrollment process and redesigned user flow reducing time to completion by 40%.
- Translation and user centered development of paper-based Insurance application process reducing time to completion from 9 days to 2 days for each application processed.
- Developed score-based analysis system to assess internal applications on accessibility and heuristics, streamlining UX processes.
- Co-Author of "Usability in Distance Education".

## WORK EXPERIENCE

---

### Corporate Vice President: User Experience

New York Life | March 2015 – current

*Thought leader and change driver of user experience projects for multiple business areas including Communications, Human Resources Compliance and Agency Sales within an Agile environment.*

- Thought leadership for outbound sales channels (B2C) driving business and product strategy.
- Collaboration with Product Owners in the definition of high-level concepts & customer value propositions.
- Lead client-facing meetings and workshops, explaining rationale for design decisions based on user experience (UX) principles and best practices.
- Visualization of solutions through wireframes, documentation, and prototypes, addressing the service design and solution objectives
- Balance creative and business goals, manages client expectations to ensure delivery meets expectations.
- Coach, mentor and train employees and direct reports.

Skills: Distributed leadership, wireframing, prototyping (Figma/Balsamiq, Adobe Creative Suite), user experience analysis, user research, interaction design.

### Adjunct Professor

Brandeis University | June 2017 – current

*Instructor in rotating master's level courses in User Interface (UI) Design, Design Operation and Leadership, Cognitive & Social Psychology, UX Design, and Capstone in UX.*

Skills: Presentation skills, course creation, video development, script writing, mentorship.

## **Lead User Experience Designer**

New York Life | April 2001 – March 2015

*Creative development of user experiences targeted to business objectives for insurance-oriented websites and internal applications in Agile and waterfall environments.*

- Collaboration with product management, program management and engineering to define and implement innovative solutions for product direction, user interface (UI) visuals and experience.
- Execute all visual design stages from concept to final hand-off to engineering.
- Create wireframes, storyboards, user flows, process flows and site maps to effectively communicate interaction and design ideas.
- Service design for sites and applications.
- Managing and mentoring internal usability group.

Skills: Team Building, wireframing, interface design (HTML/CSS), Information Architecture, Persona Development, user testing and analysis, video development, and presentation skills.

## **Game Designer/Senior Art Director**

Uproar.com | March 1998 – November 2000

*Gameplay design of synchronous and asynchronous experiences aligned to television gameshow properties including "To Tell the Truth" and "Family Feud".*

Skills: Game development, TV-studio collaboration, interface design, game theory and application, team management.

## **EDUCATION/AWARDS**

---

### **Masters, Human Computer Interaction (HCI)**

Rensselaer Polytechnic Institute | 2007

### **UX Certificate; UX Leadership**

Nielsen Norman Group | 2023

### **Bachelors of Fine Arts**

School of Visual Arts; Focus on design and Illustration.

### **Professional Scrum Master I**

Scrum.org

### **Outstanding Teaching Award, Rabb School of Continuing Education**

Brandeis University | 2022