

Jon Plummer

Product Design Leader

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Summary

I lead teams that do physical and software experience design and user research, strengthening the product by understanding how it will be used and by whom. My teams translate these findings and business wishes into controls and behaviors that fit people's lives, reduce the cost of training and support, and improve ratings, reviews, and recommendations.

From the beginning I have worked both on products and on the processes that produce them. I strive to remove obstacles and make each project team operate better than the last. I foster an environment where researchers, designers, and engineers collaborate to produce excellent products.

I help everyone involved understand the work they are doing as part of the larger business, and the intent behind each segment of the product they are building. I speak the languages of design, engineering, business, and management.

Experience

Senior Director of Product Experience

Director of User Experience

Senior Manager of User Experience

User Experience Manager

Senior User Experience Designer, Belkin – 2008–present

Lead UX and UI design, Industrial Design, Mechanical Engineering, Packaging Engineering, writing, User Research, Software Product Management, and Beta Test departments to deliver web-based, Android, and iOS applications, setup systems, hardware interaction behavior, user documentation, beta testing, packaging architecture, and physical product design for Belkin, Linksys, and WeMo products. Lead the software/features roadmap for the Linksys division, driving current and future work in software and firmware development.

- Owned out-of-box, physical design, hardware UI, software design, and software product management of Velop, Linksys' top-rated whole-home Wi-Fi product.
- Brought the Linksys app from 2.2 stars to above 4 stars lifetime on the Google Play store, and from 3.1 stars to 4.6 stars on the iTunes Store.
- Slashed support call volume for Belkin-branded wireless routers from a high of 74% to a steady-state of 7%, saving \$3.50 of support costs per unit sold, by redesigning the setup system and driving its implementation. The routers and software system won an IDSA IDEA Silver award in 2012.
- Led design of WeMo home-automation software and hardware interface system, winning a User Experience Silver award in 2013 and ISDA IDEA award Finalist in 2102.
- Built UX teams for WeMo and Belkin Networking business units, with their own design leaders.
- Made design-phase usability testing and iteration an expected habit rather than an exceptional effort by installing a two-week testing cycle, and revitalized internal alpha and external beta testing practices for Belkin, WeMo, and Linksys products.
- Integrated UX practice with Scrum.

User Experience Manager, Medtronic – 2004–2008

Led user-research, product definition, and interface design effort for flagship diabetes therapy reporting software for endocrinologists, and for new patient-oriented online diabetes reporting system, while reaching into embedded software UI.

- Designed and product-managed Medtronic Virtual Patient software, winning a JDRF innovation award.
- Led effort to mine a decade of insulin pump and blood glucose data to detect therapy failure modes, leading to ongoing investigations into correctable patterns. Detection algorithms based on this study are starting to appear in clinical software a decade later.
- Piloted four-week rapid design/test cycle for embedded software, prototyping the interface of a patient-worn medical device. Lessons from this short program have informed changes to insulin pumps and glucose-sensing devices worn by patients worldwide.
- Reduced total cost of support per unit sold by making devices easier and safer to use.

Independent Designer/Developer, Baxter BioScience, Medtronic MiniMed, Metro-Goldwyn-Mayer, and others – 2001–2004

Specified, designed, and led front-end development of Advoy.com, an online therapy management tool that covers two disease states, five languages, and thirteen countries. Streamlined the localization, translation, maintenance, and testing of Advoy's front-end code. Redesigned, rebuilt, and performance-optimized AvantGo-based mobile medical data collection platform used by patients in the US and UK. Led design efforts in medical software, medical device interfaces, e-commerce, and web applications for a variety of clients.

Design Engineer, Mann Consulting – 1999–2001

Provided original site and application information architecture, interaction design, visual design, and front-end development services to 17 clients. Led a three-member creative team, providing training, art direction, and proposal generation expertise.

Production Manager and Graphic Designer, A.T. Kearney – 1996–1999

Led an eleven-member creative department, producing print and on-screen presentations, marketing materials, posters, CD-ROM, and interactive PDF reports to Fortune 500 clients worldwide. Created the Production Services Capacity Finder, A.T. Kearney's first intranet application, allowing load-balancing worldwide across report production departments. Led firm's West Coast Graphic Standards initiative, enabling work-sharing among four offices.

Education, Certifications, and Patents

- Master of Social Work, University of Michigan
- BA Anthropology, University of Washington
- BA Psychology, University of Washington
- Certified Scrum Product Owner
- HFI Certified Usability Analyst
- Lean/Six Sigma Green Belt
- 20+ US and European patents issued and pending in home automation, wireless networking, indoor location, medical devices, medical software, setup systems, and other consumer electronics topics