COLIN NARVER
DESIGN & PRODUCT LEADER

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WORK EXPERIENCE

CONVOY, Senior Design Manager / November 2020 - March 2022

- Revamped product design and research process, critique, leveling/promotion/growth plan guides and overall operating model for design
- Partnered with VPs across three orgs of the supply side of marketplace to prioritize, scope and direct strategic investments for key customer initiatives
- Rebuilt hiring, recruiting and candidate evaluation framework
- Directed largest redesign of Convoy's native mobile app in company history

IBM, Senior Design Manager and Team Lead, IBM Cloud, Data & AI / May 2019 - October 2020

- Built design competency from the ground up, scaling team from 0 to 15 designers on behalf of critical new strategic initiative (Red Hat Marketplace) centered on IBM's acquisition of Red Hat
- Partnered with product management and broader leadership team to define, measure and monitor the key measures of success for design across the product for MVP, GA and future milestones
- Facilitated and oversaw execution of 0 to 1 product from concept to GA
- Instituted rituals across the team including designer on-boarding, 1x1s, weekly critique, monthly design jams, UX sync, lunch and learn, cross team retrospectives and more

IBM, Product Manager & Design Manager, Watson Education / June 2018 - May 2019

- Defined strategic direction and design of Teacher Advisor With Watson and IBM's partnership with Sesame Street Workshop
- Aligned design, engineering, marketing, sales, finance, legal, business development and executive leadership around goals, outcomes and tactical implementation
- Directed UX strategy across portfolio and design team
- Disseminated competitive analysis, industry benchmarks and areas of opportunity through qualitative and quantitative research
- Ensured quality and consistency across our product suite and alignment with broader IBM initiatives in Artificial Intelligence and education
- Hired and managed a team of designers across multiple products
- Defined industry benchmarks and success metrics with a broad team of stakeholders, including marketing, engineering and business development
- Translated broad product requirements into actionable goals, then worked with team and stakeholders to roadmap the requirements
- Championed Design Thinking practices through workshops with client and product teams
- Oversaw the coordination between the design and development teams to ensure our product experiences were both technically feasible and valuable to our end users
- Implemented a system, culture and cadence of design critique

IBM, Design Lead, Watson Education / December 2016 - June 2018

- Led a complete, end-to-end redesign of Teacher Advisor With Watson. Grew product from 300 users to over 15k
- Partnered with the development and offering leads to collectively define the strategic road map for TA, including defining the vision of our product, scoping our quarterly deliverables and estimating sprint work allocation for entire team
- Contributed to product strategy, generative and evaluative research, wireframing, prototyping, testing and QA

IBM, UX Designer, Systems Storage and Watson Education / September 2015 - November 2016

- Used Design Thinking to understand, analyze, explore and prototype enterprise software products for Systems Storage and Watson Education
- Evaluated design candidates through portfolio screenings, phone interviews, design challenges and 1:1 on-site interviews

ALPHA UX, UX/UI Designer / November 2014 - August 2015

- Built high fidelity, interactive prototypes for a wide variety of clients using Sketch, Photoshop, Illustrator, InVision and Flinto

TOP TOAST LABS, Founder & CEO / May 2014 - August 2015

- Led design, product strategy, fundraising and partnerships for Toast - a food discovery mobile app that leverages your trusted network, mood and location to provide fast, reliable restaurant recommendations and reservations

HAVAS WORLDWIDE, UX Designer / June 2013 - August 2013

- Created in-depth user research reports, developed personas, iterative interfaces that respond to user, team and business priorities, flow charts and detailed wireframes for IBM landing pages, mobile pages, apps and CMS software

EDUCATION

NEW YORK UNIVERSITY (ITP), Master of Professional Studies / September 2012 - May 2014

Interactive Telecommunications Program at NYU, Concentration: UX Design, Interaction Design & Front-end Development

SKIDMORE COLLEGE, Bachelor of Science / September 2004 - May 2008

Studio Art, Film and Painting, Periclean Honors Society

AWARDS AND DISTINCTIONS

IBM, Red Hat Marketplace, Teacher Advisor With Watson

- Red Hat Marketplace has won five design awards since launching in Fall of 2020
- Teacher Advisor With Watson was selected as a 2018 Webby Award Honoree for both Best Education Website and Best Use of Machine Learning