

# Duncan Gibbs

Portfolio <http://bit.ly/duncangibbs>

(206) 457-7481

[duncanhgibbs@gmail.com](mailto:duncanhgibbs@gmail.com)

Senior UX designer, web content producer, available for full-time and short-term projects.  
Open to part-time engagements.

## UX SKILLS

### Business context

Customer billing experience, digital customer journey, B2B data dashboard, marketing campaigns.

### Deliverables

Interactive prototypes, Wire-frames, Redlines, Usability and A/B testing, Web production, content development, layout and publishing.

### Tools

Axure RP; Adobe Creative Cloud: Acrobat Pro, Dreamweaver, Illustrator, InDesign, Photoshop; Microsoft Office: Visio and Project; HTML, CSS, JavaScript, PHP, SQL, MySQL, XML; SharePoint, Sitecore.

## EMPLOYMENT HISTORY

### Puget Sound Energy, Bellevue, WA

<http://www.pse.com>

#### Web Program Manager, Digital Experience, Enterprise Customer Engagement

Nov. 2005 - present

Web Production and Digital Experience team lead. User experience design and content production and publishing for multiple internal and public websites.

#### Data driven decision making

Championed usability research for 2011 PSE.com redesign, working with consultant, Zaaz, to identify customer attributes and define customer experience scenarios and to responsively interpret the results through design.

Championed A/B testing of design updates, collaborating with Digital Experience team, through a variety of methodologies, from paper prototype interviews for usability and appeal, to high fidelity interactive observation, to automated, statistical multivariate testing on live website.

#### Customer centered design

Spearheaded 2008 social media monitoring initiative by researching best practice, experimenting with tools, and inventing a foundational process to inform communication and customer service strategies with the voice of the customer.

## EMPLOYMENT HISTORY

### **Puget Sound Energy (Cont'd.)**

Championed and established Accessibility Standards Guidelines

- Authored internal and vendor web accessibility requirements
- Influenced adoption of accessibility compliance software for 2011 redesign
- Influenced adoption of accessibility as a business requirement for 2018 redesign

Collaborated with engineers, marketing, brand, and business product owners on multiple content and functional updates to PSE.com, including community engagement campaigns, outage map and outage reporting, start and stop service, and billing and payment experience.

#### **Team building**

Helped to build new DX Team by recruiting and coaching additional web producers and engaging a UX designer to expand and elevate our standards, practices, and vision.

### **UCSF Comprehensive Cancer Center, San Francisco, CA**

<http://cc.ucsf.edu>

#### **Web Analyst, Communications Unit**

Nov. 1999 - Sept. 2004

Web designer and developer. Design, development and content production for intranet website; technical support and front-end coding for public website.

#### **Design innovation**

Designed and built a conference registration website that facilitated engagement with 345 participants and supported administrative management of participant reservations and exhibit submissions.

Designed patient friendly user interface for clinical trials database available online for the first time.

## EDUCATION

M.A. Education (Instructional Technology), San Francisco State University, CA

B.A. Communications and Media Arts, Antioch University, Yellow Springs, OH

## COMMUNITY

2018 ARTS@King Street Station Advisory Group, Seattle Office of Arts and Culture

2011-2016 Art Coordinator for the Gender Odyssey conference, Washington State Convention Center, Seattle, WA