



## TIMOTHY ISAAC HENSLEY

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### PROFILE

A skilled and well-decorated surgeon of User Experience Design, Product Evolution, Research & Usability, Voice of the Customer and Market Intelligence disciplines. Timothy is known to lead in-house teams ranging from 5 to 25 UX designers, researchers, operations staff, augmented teams via vendors and partnerships to successfully execute on strategic design efforts. He is fully equipped to provide vision and team goals for each design and research discipline while providing thought leadership and the development of the UX leadership team.

Timothy's ability to partner with the product, business, engineering and marketing teams to identify and execute on long-term strategies and tactics makes him an asset and vital strategic partner in any digital team looking to innovate and design best-of-breed experiences.

### METHODS & PRACTICES

- User Experience Best Practices
- Responsive Design
- User Interface Design
- Persona Development
- Wire-frame Development
- User Research & Usability Testing
- User Acceptance Testing
- Agile Development
- Corporate Identity
- Brand Management
- Creative Art Direction
- Web Strategy
- Web Merchandising
- Online Lead Generation
- Multivariate Testing
- Information Architecture
- Project Management
- Organizational Design
- Talent Development

### TOOLS

- Sketch
- Omnigraffle
- Figma
- Microsoft Visio
- Adobe Creative Suite
- Microsoft Azure
- InVision Studio

### EDUCATION

THE UNIVERSITY OF ARIZONA | TUCSON, AZ  
Bachelors of Visual Communication

### EXPERIENCE

DEC 2021  
PRESENT

SNAP FINANCE | SALT LAKE CITY, UT  
VP, Product Design

Architected and built a world class product design team to support our LTO (Lease To Own) and Loan product lines. Established the foundational structure, partnership cadence with our product and engineering teams and facilitated the architecture of a new design system which has been implemented across our merchant and consumer experiences.

MAR 2020  
DEC 2021

BILL.COM | PALO ALTO, CA  
Director, UX - Payments & Partner Experiences

Evolved and led a team of product designers that iterated and evolved our transactional payment and partner design experiences. Participated in road map visionary conversations while collaborating with the larger product, engineering and design teams to evolve our design ecosystem to support ADA compliance and product growth initiatives.

OCT 2018  
JAN 2020

EARLY WARNING | SAN FRANCISCO, CA  
Director, UX

Built, mentored and managed a 10-person UX team that is responsible for the interaction design, visual design, content strategy and usability testing for all of our digital user experiences including the Zelle product line, our identity solutions and foundational banking products. Our efforts had a massive impact on the product FI ecoSystem that was responsible for evolving from 75 billion dollars transferred in 2017 to 307 billion in 2020.

JULY 2016  
OCT 2018

BANK OF THE WEST | SAN FRANCISCO, CA  
VP, Head of UX, Digital Channel

Lead an in-house team of 20 to 25 UX designers, researchers, and operations staff, plus augmented teams via vendors and partnerships. Provided vision and team goals for each design and research discipline. Provided thought leadership and developed the UX leadership team (my direct reports were: directors of interaction design, visual design, content strategy and research). Partnered with product, business intelligence, marketing and others to identify a long term strategy and tactics to achieve.

Provided thought leadership and CX strategy for product design, that included design approach, user journey and needs, business goal mapping, design process

: engineering, etc. Coordinated design and research programs to our product road maps, drove  
: operational efficiency and cultural change towards collaboration and design thinking throughout  
: the larger organization.

DEC 2015  
APR 2016

**THIS MOMENT | SAN FRANCISCO, CA**  
Senior Director, Product Design

: Architected and designed all new product features and functionality and worked directly with  
: engineering and product team members to build the approved product vision starting with group  
: white-boarding sessions, evolving through low-fidelity wire-frames and then finalized into high-  
: fidelity compositions for hand off to development.

: Responsible for iterative checkpoints and approvals during the development sprints to verify  
: parallel paths with the product and engineering teams.

: Conducted pre-launch and post-launch demonstrations of new product features and  
: enhancements to internal and external customers.

JUN 2014  
NOV 2015

**ASPECT SOFTWARE | PHOENIX, AZ**  
Director, Web Technologies / Principal UX Architect

: Responsible for managing a team of web developers and web architects who were tasked with  
: the daily operations of all web properties at Aspect. This includes maintaining our on-premises  
: and cloud based SharePoint Office 365 installations while building custom applications/web parts  
: to improve business usage.

: Architected, designed, deployed and maintained all internal and external customer-facing user  
: interfaces while focusing on a clean and frictionless UX.

: Worked daily with internal business partners to develop tools and applications, which facilitated  
: the successful internal operations across all departments.

: Wrote, deployed and enforced technology and application usage policies throughout the  
: business in an effort to streamline application spend and minimized maintenance efforts and costs  
: across the enterprise.

DEC 2009  
JUNE 2014

**WEBSense INC. | SAN DIEGO, CA**  
Sr. Manager, Online Marketing / Principal Designer

: Successfully managed the design and development efforts of the global web operations team  
: including web developers, web writers, web designers, web analysts, and web project managers.

: Architected, developed and deployed all global customer facing web applications ranging from  
: overall information architecture to complex navigational structures and their behaviors.

: Developed UX standards and policies for all customer-facing web applications while overseeing  
: their implementations during early development prototyping to full-scale production systems.

: Designed, developed, deployed and maintained a global mobile corporate website at  
: m.websense.com.

: Developed and executed an online lead generating strategy via Marketo resulting in an annual  
: lead conversion increase of 3.9%. This took our conversion rate from 1.6% to 5.5%.

: Developed, enforced and maintained global web branding style guide to facilitate consistency  
: across all web applications and interfaces.

AUG 2006  
DEC 2009

**ADICIO CORPORATION | CARLSBAD, CA**

UI/UX Manager / Lead UI/UX Designer

Lead and facilitated 6 UI/UX designers to architect and maintain our online Careers, Motors and Real Estate software platforms.

Developed and drove the UX standard for online product verticals. Explored and implemented new technologies and best practices in the areas of web design/usability and e-commerce development.

Worked with marketing to create and communicate consistent brand identity across all print, multimedia and online communications.

Developed and implemented template and css based graphical toolkits for complex client UI customizations.

MAY 2002  
AUG 2006

**INVITROGEN CORPORATION | CARLSBAD, CA**

Web Project Manager / Bioinformatics UI Designer

Responsible for the UI/UX and the customer experience strategy for corporate web applications, [www.invitrogen.com](http://www.invitrogen.com) and related websites. Lead a team of designers, writers and developers that built a world-class ecommerce experience based on business objectives, site metrics and customer feedback.

As a bioinformatics UI/UX designer, worked with bioinformatics engineers and scientists to architect, design and deploy cutting web based applications used by researchers for drug discovery, drug exploration and online product procurement.

Received multiple industry awards for web design and functionality while increasing global online sales from \$60 million to \$140 million annually.

JUN 2001  
DEC 2001

**REAL CAPITAL MARKETS | CARLSBAD, CA**

Senior UI Designer - Consultant

Created and directed the development of Flash-based web and CD ROM interactive property presentations, which were used in mass email campaigns to promote and sell multi-million dollar corporate properties.

Managed the creation and implementation of a consistent corporate identity and user interface, which was used across all web and print media.

Successfully partnered with web programmers in organizing site flow and generating user scenarios in order to enhance the end-user experience.

JUN 1999  
JUN 2001

**EHELP CORPORATION | SAN DIEGO, CA**

Art Director for Research & Development / Senior Web Designer

Pioneered the eHelp corporation corporate brand identity, conceptually developed and designed the [www.ehelp.com](http://www.ehelp.com) visual identity, created flash based CD-ROM product trials, designed and coded "JavaScript basics and beyond", a flash based CBT product focusing of JavaScript interactivity within RoboHELP 9.2.

Created and produced the visual identity for the entire desktop and web based applications suites of products. This included the following releases: RoboHELP for Microsoft HTML Help 2000, 9.0-9.2, RoboHELP for WinHELP 2000, 9.0-9.2, RoboHELP Classic 2000, 9.0-9.2, RoboHELP Office 2000, 9.0-9.2, DynaHELP Server and Author 1.0-2.0, WebHELP Live 1.0, RoboHELP Reader 1.0, RoboHELP Info, RoboHELP Enterprise and MindReader Server.