

# Phillip Hunter

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A passionate strategist, designer, and design leader, working to enable people to have great experiences and exceed limitations in easy, enjoyable ways, and to enable teams to be successful at great design.

In design-influenced companies, I...

...find the intersections where good design and good business meet to create great products and services.

...motivate and guide teams to produce great UX work.

...work with organizational leaders to develop strategy, then translate it to effective tactics.

...produce system level and detailed design plans across many channels, domains, and modes.

...interact comfortably at multiple levels and in multiple types of organizations.

## Professional path...

### 2013 – Present [Microsoft Bing](#), Senior Designer

- Started cross-organization, multi-disciplinary design collaborations
- Consulted on Bing Ads strategy

### 2012 - 2013 [Microsoft Engineering Excellence](#), Senior Designer

- Assessed needs for, designed, and acquired curriculum and community offerings for Microsoft engineers
- Led v-teams to plan and deliver two 600+ person UX events
- Projects: Discipline assessment tool and execution for strategic planning, training catalog UI, talks and workshops
- Support UX Leadership Team activities and events

### 2010 - 2011 [Microsoft Tellme](#), Senior User Experience Designer

- Oversight of Partner UX practices, including guide materials and sales aids
- Produced and directed strategic product vision video for the division
- Interaction design for developer tools and voice UI
- Customer experience design evangelism materials
- Design practice and process definition

[California College of the Arts](#), Leading by Design Fellows Program

- Deep dive into applied design thinking for business strategy and sustainability
- Discussions and workshops with design and business leaders
- Project: Investigating causes of and possible solutions for preventing damaging career interruptions

[Association for Voice Interaction Design](#), **Director/ Co-Founder**

- Co-organized workshops on both coasts around current design topics, including with the NYC chapter of the [Interaction Design Association](#)

**2009** Watch Me Media/[design out loud](#), **Co-founder/Principal**

- Worked with [Devise](#), a respected design group on a healthcare revenue management application
- Independent IVR, browser, and desktop application design
- Projects: Healthcare customer service (IVR), eBook (browser)
- Design writing, speaking, consulting

[Association for Voice Interaction Design](#), **Director/Co-Founder**

- Co-founder of first speech recognition design organization
- Established website, by-laws, and semi-annual meetings and activities

**2006 - 2009** [SpeechCycle](#), Inc., **Vice President, Voice Interaction**

- Recruited into start-up to build UX design team and process
- Designed and shipped two new products, one of which led to successful sale of the company
- Responsible for best practice UX design across multi-million dollar application products and help grow operation from five to nine clients
- Established internal style guide and design processes
- Design lead for new and existing products and internal apps (IVR, desktop, browser)

**2004 - 2006** [Voice Partners](#), LLC, **Head of Design Services**

- Recruited to join first speech design consultancy to start and grow design team
- Award-winning speech IVR redesign for Cellular One redesign
- Helped establish the premier independent VUI design company with annual revenue nearing \$1 million
- Co-implemented robust VUI design process, including tools and method submitted for patent coverage

**2003** [design out loud](#), **Owner/Principal**

- Independent voice interaction design and consultation
- Speech application project management
- Scripting and production for corporate and non-profit promotional video
- Fortune 500, government, and small business clients

**1993 - 2003** [Intervoice](#), Inc., **Senior Manager, Voice User Interface Services**, 1998 - 2003

- Built and managed company-first design, usability, and development team, performing all tasks for dozens of enterprise and telco speech recognition projects.
- Practiced and guided sophisticated multi-million dollar voice user interface design and implementation efforts for Fortune 500 customers.
- Pricing overhaul increased average per-application revenue by >10X.

[Intervoice](#), Inc., **Developer / Technical Account Manager**, 1993 to 1998

- Guided project implementation of a critical speech recognition-enabled voice response system for nationally known online stock-trading firm E\*Trade.
- Helped spearhead a new project/account management method
- Sales consulting, system design, developed and managed development

**1991** **Texas A&M University / UT Arlington, Texas**, *from 1984*