

Terry Daffron

Sr Product Designer

Experience

Terry Daffron

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Disney's Parks, Entertainment, & Products - Technology / Sr Product Designer JUNE 2015 - PRESENT, ORLANDO, FL

Lead Product Designer for all areas of business for Walt Disney.

RESEARCH – ran user research labs, environmental studies, and behavioral observation.

DESIGN – lead design-thinking sessions, creation of simulations, delivery of final design artifacts and documentation.

LEADERSHIP – Identify and test new initiatives, build stakeholder relationships, gather teams to implement, pitch concepts to executive leaders, deliver new initiatives.

Recently led the creation of a new VR training initiative. Proved viability to the company by managing the effort to produce two apps within 4 months. Process included defining requirements, user experience design, and defining long-term strategy. This led to strong overall efficiency gains and dynamic changing cost savings. So much so that it reduced the implementation timeframe of VR training by 4 years.

The success of the first VR initiative opened a path to rapidly move into creating a VR Guest experience. Through creating partnerships with 8 teams and a bring-people-along engagement practice we created two world's-firsts. We engineered the world's first camera housing that is animal safe and allows for 360 film capture. This opened the door to a new revenue stream for the company that is low cost with high revenue thus creating more margin. The new Guest experience became the world's first VR experience (of an undisclosed apex animal) as part of a special-ticketed event. The major successes include meeting the KPI of more repeat ticket purchases and operationalizing VR to be integral to park entertainment by meeting the KPI of low cost to high revenue capability.

I lead the design and implementation of an iOS app that ensures the standardization of safety to all housekeeping Cast Members via an Internet of Things smart button coupled to their smartphone. I managed the agile design process from initial requirements, wireframes, simulations, stakeholder presentations, to final iOS asset deliverables and interaction guidelines. This was a first-of-its-kind and will set the standard for connected safety to all resorts.

A major responsibility I have as a Sr Product Designer is the initial opening and pitch of digital and technology projects that must go through VP approval for funding. I run the estimation of UX cost and resourcing. As part of the bring-everyone-along engagement model, I lead design thinking sessions with stakeholders and simulate the findings to get early buy-in. To date, I have been integral in obtaining funding for four multi-million dollar digital and technology projects.

Ciber Global / Sr UX Designer

AUGUST 2014 - JUNE 2015, ORLANDO, FL

BlueCross & BlueShield - Managed and created the UX for the first digital-wallet insurance card for BlueCross and BlueShield. User satisfaction and client subscriptions greatly improved such that all company branches adopted the digital card.

University of Texas - Originally assigned to design UX and develop the front-end of University of Texas' PeopleSoft course registry for desktop, I went above and beyond to create a responsive design layout for all screen sizes. As one of the first mobile friendly PeopleSoft systems, it more than doubled the availability of course registration for all users.

Cru Global / Sr UX Designer

AUGUST 2006 - AUGUST 2014, ORLANDO, FL

Managed UX design and front end developer teams that overhauled legacy web presence to a fully responsive site that doubled traffic to within the first year. Delivered successful native applications that covered a diverse spectrum of business units such as CRM, event management, and a non-profit donation system that processed over \$3 million in donations a day.

Education

University of Central Florida / BA Digital Media - Internet & Interactive Systems

CLASS OF 2005, ORLANDO, FL

Northwest Florida State College / AA Graphic Design

CLASS OF 2002, NICEVILLE, FL

Skills

Collaboration / Project Mgmt, Public Speaking, Design Thinking, Motivator

Design / Interaction, Visual, Motion, Simulation

Interaction / Contextual Inquiry, Wireframing, Prototyping, Usability