KEN SKISTIMAS
USER EXPERIENCE LEAD

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Seasoned user experience team lead with an apptitude towards collaboration andz extensive experience designing and shipping highly scalable and robust products and design systems for large organizations in both enterprise and consumer landscapes.

PRODUCT DESIGNER, BUSINESS INTERFACES
FACEBOOK
July 2018-present

• Leading the effort to migrate and unify Facebook's ads products under a new design language.

• Shifted the team's focus to partner with key surface owners to allow development of patterns and components rooted in customer user cases.

• Spearheaded the creation of a scenario-based prototype to illustrate the future state of ads products.

• Build relationships and maintain close partnerships with cross-functional colleages across priority surfaces.

• Regularly communicate progress and updates to design and product leadership across the ads org.

DIRECTOR, USER EXPERIENCE
GE DIGITAL
October 2016-July 2018

• Led and managed the design team that defined the user experience and design language for industrial internet applications across GE via the Predix Design System.

• Worked in conjunction with engineering and product leadership to develop and prioritize the team's roadmap.

• Collaborated with product owners to prioritize requirements and encourage adoption of the design system.

• Encouraged UX quality by initiating a scorecard and review process for applications consuming the design system.

• Published and maintained design guidelines and best practices for Predix applications.

DIRECTOR, USER EXPERIENCE
SALESFORCE
February 2013-October 2016

• Managed the team of designers supporting the Sales Cloud suite of products, the world's #1 CRM sales application.

• A member of the core team that designed and launched Lightning Experience, Salesforce's first major desktop design redesign in 15 years.

• Designed many of the core components and patterns to the Lightning Design System.

• Collaborated closely with product teams and executives to define, prioritize and visualize product roadmaps, and resource accordingly to meet goals.

• Produced inspirational product demos for product keynotes delivered at Dreamforce.

LEAD USER EXPERIENCE DESIGNER

August 2011-February 2013

SCRIBD, INC

- Owned the design for Scribd's mobile products including the Scribd apps for iOS, iPad, Android and mobile web.

- Instituted design changes to the mobile web presence that resulted in a significant increase in revenue without sacrificing the quality of the experience.

- Supplied recommendations to leadership team for product road maps based on user input, usability research   a and usage data.

- Developed guidance to design team for best practices and interaction consistency among products.

LEAD USER EXPERIENCE DESIGNER

November 2008-July 2011

RHAPSODY INTERNATIONAL

- Oversaw the user experience, research and visual design for Rhapsody's mobile applications on iOS, Android, Blackberry, and Windows Phone.

- Doubled the usage of Rhapsody's iOS app as a result of UI changes and feature additions based on user feedback.

- Collaborated with product owners to clarify features, define specifications and prioritize development backlogs..

- Organized and performed usability testing sessions for all products and communicate the results to stakeholders.

EDUCATION

UNIVERSITY OF NORTH TEXAS

Communication Design

PATENTS

USPTO 20050268250A1

Apparatus and method for selecting actions for visually associated files and applications.

USPTO 20050049986A1

Visual representation tool for structured arguments.