

greg imhoff

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product **10** years

design **27** years

leadership **15** years

technical **12** years

Relying on varied experience as a product manager, interaction designer, visual designer, business analyst, and as an engineering manager in both start-up and enterprise settings, I approach software product design from a broad perspective.

As a hands-on designer, I understand how to leverage insights into user attitudes and behaviors to insure a quality user experience. With technical training and a background in front-end coding, I understand the technical aspects of projects. As an experienced product manager and analyst, I can prioritize release goals and uncover pragmatic solutions.

Achievements

- Collaboratively established a product roadmap including stakeholders and saw the related releases through to completion.
- Led, and directly contributed design to, a visual design update to legacy enterprise app that was attributed with “getting us in the door” and contributing to a record quarter for sales.
- Direct design and analysis contributor to scores major software releases.
- Built two UX teams, a UX Standards team, and a cross-functional team of developers, quality assurance engineers, and UX designers.
- Led a cross-functional team in two successful releases of complex functionality without introducing defects into the parent system, on time, and within budget.
- Created a lean, user-centered, development process with traceability from use case to test case.
- Established UX processes covering research through design and prototyping.
- Led and contributed to two pattern libraries - the second including mobile.
- Major contributor to an offering awarded Magic Quadrant by Gartner.

Skills and Competencies

Product: Product Direction, Business/Technical Analysis, Product Management, Process Design, Project Management

Design: UX Leadership, Web Application UX Design, iOS UX Design, User Research, Visual Design

Leadership: Team Leadership, Building Teams

Technical: Front-End (HTML, JavaScript, CSS), Java, Python (Data Analysis)

Experience

10/14–Present

Director of Product Clinigence LLC, Atlanta GA

Product Director responsible for the Clinigence's clinical measurement, data analytics, and care coordination offering. The Clinigence product pulls clinical and claims data from disparate sources; combines the data in flexible form designed for easy measurement; and leverages this data for clinical/cost measurement and care coordination.

Responsible for the product roadmap and product enhancement releases. I also serve as the Data Analyst, UX Designer, User Researcher on projects and directly produce requirements. Instrumental contributor in pricing discussions, prospect demos/presentations, and marketing materials.

Spearheaded the effort to build upon the offering's clinical measurement capability adding views for use in care coordination. Held design sessions with Nurse Care Coordinators and Health Coaches to gather requirements; designed the new UX and documented requirements; executed usability testing; and aided with QA in advance of the functionality being successfully released.

Expanded Clinigence's cost reporting value by collaborating with end-users to gather requirements; executing detailed analysis for claims data; and designing/prototyping reports using Python.

NOTE: I started with Clinigence as contractor supporting the team with Business Analysis and User Experience services in the Spring of 2010. I joined the team full-time in 2014.

6/09–10/14

Director of User Experience, Platform Ultimate Software Group, Remote (Head Quarters in Weston, FL)

I came onboard as a UX-focused Product Manager for the current UltiPro product. Quickly established repeatable usability practices, a prototyping practice, launched a client crowd-sourcing site, and applied the data from both efforts to deliver a roadmap for the enhancement of the product's UX.

Led the effort to refactor the visual design of the flagship offering. Design work was executed directly in CSS to keep the solution seated in what could be done in the medium. The resulting design was validated against the previous design and competitors before impacting production code.

Also charged with leading and contributing to an effort to establish a coherent user experience across product teams working in silos. This effort included visual design and interaction pattern guidance that was validated with user research and presented in a form useful to both designers and developers.

(Ultimate Software continued)

My contribution also involved mentoring designers and front-end coders at various stages in their careers.

10/07–5/09

Product Manager,
AccelaRAD (Neurostar Solutions, Inc.), Atlanta, GA

Sole Product Manager responsible for AccelaRAD Virtual Radiology Network. This product enables multi-site radiology groups to perform remote reading across geographic boundaries with greater control over report turnaround times and distribution to clients and referring doctors. Also acted as UX Designer for specific projects.

Established product management practices into a product-to-market process previously operating with little to no functional requirements or consistent product definition practices.

Responsible for gathering functional requirements from potential prospects, recent evaluators, existing customers, and internal stakeholders.

Identified radiology and healthcare industry trends, providing a roadmap and vision for product lines. Further refined and validated the roadmap as viable by working with engineering to establish priorities and packaging of features into releases.

Analyzed and organized a two-year backlog of enhancement requests.

Established a monthly enhancement program to enable continued enhancement of current product without hampering the parallel development of a new product version.

Evaluated potential partners and provided support to partner relationships. Collaborated with a wide variety of functional areas such as sales, engineering, marketing, and customer operations to communicate current and future technology plans.

Performed functional demonstrations of applications to customers, prospective customers, and others on an as-needed basis.

Note: I joined AccelaRAD as a Business Systems and User Experience Analyst as a preliminary step in a planned move into the role of Product Manager. This transition was to take a year, but was accelerated after three months due to my performance. During this interim period I was essentially the acting Product Manager fulfilling all but the partnership related functions.

9/05–10/07

Payroll Project Leader,
Employease, a Division of ADP, Inc., Norcross, GA

Selected to lead the effort on the part of Employease to enter the payroll management software market with a SaaS offering. The project team achieved its goals and its efforts played a role in the acquisition of Employease by ADP.

In addition to Director of User Interface Responsibilities:

Selected to lead a cross-function team of Java developers, UI designers, and quality assurance professionals to produce a web-based payroll application fully integrated with the company's existing product line.

The primary contact for the product management and engineering effort related to the project and contributor to the business plan.

A primary business analyst responsible to gather and analyze requirements for the project and defining the functional scope for each release.

Collaborated with the Development and QA leads to manage resource assignments shifting the allocation of teams as the scope of the project matured

Designed a Wiki-based repository for all requirements, use cases, test cases, UI deliverables, and first function test issues providing a high level of trace-ability from test issue to initial use case.

Created a new iterative, user-centered, development process that stresses adherence to use cases, team collaboration and ownership, communication, speed, and transparency.

Responsible for a 1.2 million dollar operating budget.

8/98–10/07

Director of User Experience,
Employease, a Division of ADP, Inc., Norcross, GA

Employease is the leading provider of fully web-based HR and benefits administration software distributed in the SaaS model. The company's offering has been placed in the "Leaders" quadrant in the Gartner, Inc. "Magic Quadrant for U.S. Midmarket HRMS" report for 2006 and has won other awards such as Forbes "Best of Web."

Founded, staffed, and manage User Interface (UI) and Prototyping department within the Employease engineering department.

A primary Business Analyst responsible to gather and analyze requirements for release features and produce design artifacts.

Tasked to enable the smooth completion of requirements analysis phase of product to market process in general, building consensus between stakeholders and ensuring that the process remains efficient.

(Employeese UX Director continued)

Responsible for UI design, usability, and prototyping of new product and revisions to the existing product. Developed user-centered product design process and prototyping methods for web-based application suites, as well as all department deliverables, review processes, and associated internal documentation.

Direct contributor to 25 major product releases and numerous smaller enhancement releases as a business analyst, product designer, and engineering manager.

Collaborate with Development, QA, and Product Strategy teams on product-to-market process.

Established User Interface Patterns to catalog UI approaches for re-use in later feature work.

Create training materials for new hires and mentor team members in object-oriented programming, user interface design, and in use proprietary UI component Java classes in a MVC architecture.

Re-factored the end-user Documentation Department to become an award winning entity. Transitioned department to another manager after the department was running smoothly.

11/97-7/98

Product Engineer,
Employeese Inc., Williamstown, MA

Provide user interface design and prototypes for more complex, and user critical feature enhancements. Partnered with developers, service personnel, and later, product strategy to gather requirements and produce solutions. Introduced use of DHTML to the application to produce more rich user experience. Continued to produced/created dynamic demo of Employeese product for sales team.

2/97-11/97

Art Director/Web Project Leader,
Storey Communications, Inc., Pownal, VT

Responsible for design of all Storey marketing materials in print and electronic form. Directed staff and free-lance designers in design, layout, and pre-press issues surrounding all projects. Principle player in generating concepts and budgets for all projects. Responsible for organization and direction of photo-shoots, including propping and styling. Concurrently maintained all responsibilities of Web Project Leader position.

4/96-11/97

Web Project Leader,
Storey Communications, Inc., Pownal, VT

Part of a core group that founded Storey's first web endeavor. Developed overall structure of company Web presence, external client sites, and staffed department. Executed graphic design and oversaw production of editorial content and new features. Wrote HTML and directed others in process of HTML coding for sites. Created promotional materials for web sites as well as other Storey initiatives. Produced and negotiated quotes for outside Web Design clients. Responsible for continued maintenance of web sites.

1/94-3/96

Graphic Designer/Book Designer,
Storey Communications, Inc., Pownal, VT

8/92-12/93

Graphic Designer/Desktop Publisher,
The Type and Design Center, Latham, NY

8/90-7/92

Associate Book Designer,
Rodale Press, Inc., Emmaus, PA

Education

2006

Bachelors of Science, Computer Science

Skidmore College
Saratoga Springs, NY

(Completed while continuing my career full-time.)

1986

Associate in Applied Science, Commercial Art

Northampton County Area Community College
Bethlehem, PA

Awards

“Leaders” Quadrant, Gartner, Inc. placed the Employease Network in its “Magic Quadrant for U.S. Midmarket HRMS” report for 2006. I was a primary business analyst, as well as responsible for the usability of the product leading up to this award.

“Best of Web,” awarded to the Employease Network by Forbes Magazine. I was a primary business analyst, as well as responsible for the user experience of the product leading up to this award.

Top 5%, Lycos.com included The Whole Herb in their directory of “The Best of Web” for the Gardening section of their search engine / directory web site.

Ben Franklin Award for Best Book in Crafts/Hobby/How-to Category — Nature Printing with Herbs, Fruits, and Flowers. Award reflects marketability of book as indicated by graphic design and editorial content.

Ben Franklin Award for Best Book in Juvenile Non-Fiction Category — Everything You Never Learned About Birds. Award reflects marketability of book as indicated by graphic design and editorial content. In addition to designing this book; I executed the layout, digital retouching, and a number of digital montages and illustrations.

Gold Ink Awards, Pewter Award - Softcover Books — The Secret Life of Beer. Award reflects achievement in print quality, technical difficulty and overall visual effect. Besides designing and laying out The Secret Life of Beer; I scanned, retouched, and adjusted all the images that appeared in the interior and on the cover. I also ran several tests to ensure quality of my Duotone curves on re-screens from vintage book plates that appear in this title. And finally, executed a number of illustrations and digital montages, as well as, 3D renderings that appeared throughout the book.