

BOB ALLEN

SENIOR UX DESIGNER

PRODUCT DESIGN LEADER | UX STRATEGIST

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CORE COMPETENCIES

UX LEADERSHIP

- UX Strategy • Product Discovery
- Human-Centered Design • Design Thinking
- Design Systems • UX Vision
- Team Leadership • Executive Presentations

RESEARCH & DESIGN

- User Research • User Interviews
- Journey Mapping • Information Architecture
- Wireframing • Interactive Prototyping
- Usability Testing • Accessibility (WCAG)

PRODUCT STRATEGY

- Product Roadmaps • Business Analysis
- Requirements Gathering • Workflow Analysis
- Customer Experience • Stakeholder Collaboration
- Agile Product Development

TOOLS & TECHNOLOGIES



SELECTED ACHIEVEMENTS

- ✓ 25+ years leading UX and Product Design initiatives.
- ✓ Owned and operated a successful software development company.
- ✓ Helped secure \$8.5mn in local investment funding through product design & prototype development.
- ✓ Led UX for enterprise healthcare, Salesforce, SaaS, mobile, and web applications.
- ✓ Directed cross-functional teams across design, development, marketing, and business operations.
- ✓ Designed solutions impacting thousands of users and improving operational efficiency.



EXECUTIVE SUMMARY

Senior UX Designer and Product Design Leader with more than 25 years of experience designing enterprise software, healthcare technology, SaaS platforms, Salesforce applications, and mobile solutions. Proven ability to lead cross-functional teams, define product strategy, conduct user research, and create intuitive user experiences that improve customer satisfaction while meeting business objectives.

Experienced leading UX initiatives from discovery through delivery, collaborating with executive leadership, product management, engineering, marketing, and customers to solve complex business problems through human-centric design.

Combines deep UX expertise with business ownership, product management, software development leadership, and enterprise implementation experience.



PROFESSIONAL EXPERIENCE

- 2022 - Present** **CENCORA - SPS IT | Lead Product Designer**
 - Lead UX strategy and product design for Salesforce and web applications.
 - Partner with Product Management to define product direction and CX strategy.
 - Conduct user research, workflow analysis, wireframing, prototyping, and usability testing.
 - Collaborate across product, engineering, and business stakeholders to deliver user-centered solutions.
 - Drive design consistency and UX standards across multiple enterprise products.
- 2015 - 2022** **TAP DEVELOPERS, LLC | Owner, President, Director of Development**
 - Led a software development company delivering custom enterprise web and mobile applications.
 - Directed UX strategy, software architecture, and product development.
 - Managed client relationships from discovery through deployment.
 - Led design, development, sales, marketing, and business operations.
 - Assisted entrepreneurs and start-ups with formulating business plan and strategy.
- 2013 - 2015** **COHESITY SOLUTIONS, LLC | Director of Design**
 - Directed UX for integrated Electronic Health Record, Practice Management system, and Patient Portal products for multi-specialty physician practices.
 - Created proof-of-concept that helped secure \$8.5mn in local investment capital.
 - Managed product design strategy and initiatives.
 - Led and mentored the design team responsible for customer-facing applications.
 - Key member of founding team responsible for establishing the business plan.
- 2009 - 2013** **HEALTHTRONICS | Senior UX Designer / Business Analyst**
 - Helped define product vision, strategy, and roadmap for Urology Electronic Health Record, Patient Portal, and Lab Management System.
 - Conducted user analysis, business requirements, and usability testing.
 - Led UX design for enterprise software products.
 - Collaborated with end-users and visionary to deliver software solutions.
- 2006 - 2009** **HEALTHPORT EDMS | Senior UX Designer / Business Analyst**
 - Defined product vision for Electronic Document Management System.
 - Conducted user analysis, business requirements, and usability testing.
 - Led UX design for enterprise software products.
- 1998 - 2006** **MCKESSON CORPORATION | Senior UX Designer / Business Analyst**
 - Created interaction standards and proof-of-concept prototypes.
 - Mentored UX team members and created UX best practices
 - Supported software implementation, support, and customer adoption
- 1990 - 1998** **GTE GOVERNMENT SYSTEMS | Senior International Technical Support**
 - Supported Dept. of Defense and Defense Intelligence Agency technical operations.
 - Global technical support for military intelligence training.
 - Held highest level security clearances for DoD and DIA.



EDUCATION

- MBA (June 2026) - Summa Cum Laude
Rasmussen University, Bloomington, MN
- BS Digital Marketing (June 2025) - Summa Cum Laude
Rasmussen University, Bloomington, MN
- AAS Information Technology (May 1990)
IHCC, Ottumwa, IA



PROFESSIONAL STUDIES

- UX Design, Design Communication, Visual Design
Alan Cooper, San Francisco, CA
- UX Analysis, Usability, Web, & Application Design
Human Factors International
- Agile & Product Management