Larry K. Schooner

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Hello! I am a user-centric **Product & UI/UX Design Manager** with nearly 15 years of experience crafting thoughtful solutions and shipping products that help humans amplify their abilities through technology to solve real world problems - *at a global scale*.

At **Career Fair Plus**, I modernized and relaunched the brand and core applications, serving a base of 2.0M+ users.

These efforts and rigorously tested end result increased conversion rates 242%, while increasing overall search performance 108%.

At **Raytheon**, I led the design of a complex enterprise MIS to support an $11B program, key to an additional $5B pursuit.

From requirements gathering to government acceptance with 40+ stakeholders & 150 sites worldwide.

At **Fenway Health**, I led a cross-functional team of writers & designers to elevate the Fenway brand and marketing strategy.

These efforts resulted in a 22% year-over-year increase in new patients, while increasing study participation 3x.

Career Fair Plus

Senior UI/UX Designer
2020 - present

I am the product designer responsible for the UX library used across Career Fair Plus products, containing design artifacts, cross-platform code, and implementation guidance to craft beautiful, easy to understand interfaces.

Responsible for modernizing customer-facing marketing collateral, including the main website, and core products. Successfully capturing and responding to feedback from multiple stakeholders, to unite perspectives and set the track to implementation.

- **Launched a thorough redesign of the Career Fair Plus brand.**
  Thoughtfully researched & tastefully illustrated, the new brand greatly improved search performance, total impressions, and conversion rates supporting skyrocketing user growth and product demand.
- **Shipped and optimized interface guidelines.**
  Internal tooling to enable developers and designers to quickly build effective, consistent UI/UX across Career Fair Plus Platforms, increasing productivity by as much as 15%.

Raytheon Technologies

Senior UI/UX Engineer
2016 - 2020

Raytheon IIS Innovation Center
2017 Inventor Award

Raytheon Achievement
2017 Innovation Award

Designing the next generation of virtual trainers and the software that supports them; pushing the limits of what's possible.

I was responsible for the production and maintenance of a software style guide, wireframes, high-fidelity rapid prototypes, user-testing & research, as well as client interaction for complex, automated enterprise software supporting an $11B program. Key to an additional $5B pursuit from requirements gathering to government acceptance with 40+ stakeholders and 150 sites worldwide, while providing guidance to 25+ software developers.

- **Designed immersive training scenarios and innovative learning tools.**
  Built for the bleeding-edge in AR/VR technology, my efforts were prominently featured in the Raytheon Corporate I/ITSEC Booth two years in a row.
- **Created and led the UX team for the Global Training Systems division.**
  Introduced UI/UX concepts adopted by the software engineering department and acknowledged as significant discriminator by senior leadership.
- **Improved Information Architecture & UI for high-consequence decisions.**
  Advocated for the product user, defending design with data through iterative user research & testing while collaborating with others to ensure products maintained a cohesive design across user touchpoints.

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Fenway Health

Web Development & Creative Services Manager
2013 - 2015

🎖 **MITX Innovation Award**
2015 Excellence in Communication

🏅 **MNN Excellence Award**
2015 Finalist

I led the functional and technical design, development, and testing for all of Fenway Health's online properties. I was also responsible for overseeing the development, design and maintenance of all Fenway Health's graphic design work, managing internal client needs and expectations while adhering to design best practices and Fenway brand guidelines.

- **Launched a thorough redesign of the Fenway Health brand.**
  Defined, built, implemented, and deployed user interface features and workflows that optimize user experience and work as seamlessly as possible with existing infrastructure and backend systems.
- **Built the Graphic Design and Copy Writing team.**
  Responsible for vetting and hiring of multiple designers, copy writers, and contractors. Advised and supported Fenway staff around digital media solutions related to Fenway's programs, including web development, accessibility, and website usability.
- **Increased new patients by 22%, and study participation by 3X.**
  These efforts also resulted in Fenway Health winning the 2015 MITX Award for Excellence in Non-Profit Communications.

Early Design Career

Details Upon Request
2008 - 2013

Online Buddies, Inc.
Web Content Designer
2012-2013

Johnson Brothers Distributors
Graphic Designer
2008-2012

Waters Technology Corporation
Graphic Designer I
2011-2012

Education

Johnson & Wales University
B.S., Web Management
Minor, Internet Commerce
2007-2010

A.S., Computer Graphics
Minor, Digital Media
2004-2007

Professional Skills

Web, Mobile, & Interactive
UI/UX Design
User Research & Testing
Rapid Prototyping (Figma, XD, InVision)
Wireframing & Information Architecture
Analytics & SEO
HTML, CSS, JQuery

Platforms & Design Methodologies
REACT
Google Material
Angular
Agile (Jira)

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Highly respected by leadership and dedicated to meeting tight deadlines, Larry's ability to work quickly and independently is truly commendable.

Joshua J. Ward
Manager III, Software Engineering, Raytheon Technologies

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Larry's ability to listen, question, hone in and understand what we want, then execute it with precision will keep us coming back to him time and time again.

Justin Greene
InRealty, Inc