

Lane Bowman

I'm a UX leader with 10+ years' experience who excels at product strategy, creative problem-solving, and systems thinking. I've spent the last three years designing global B2B and B2C products after a decade of applying user-centered design to strategic initiatives at a large research university.

WORK EXPERIENCE

Current projects

Redesigning the Web of Science search experience to improve product simplicity and transparency while incorporating AI-powered agents.

Using surveys, interviews, and usability testing to design an AI agent to support the literature review process for student and career researchers.

Conceptualizing, designing, and front-end coding a new B2C e-commerce storefront for a customizable physical product (Thesis On Demand).

Project outcomes

Created and designed a volume-based upsell offer with a 14% acceptance rate that has increased average order sales by 9% in order to address aggressive annual revenue goals.

Reduced errant user submissions by 70% with a solution prepared through a 3-day process of designing and rapid prototyping.

Reduced multi-factor authentication costs by 40% by changing established user behaviors through iterative design process.

Positions

Senior User Experience Designer — *Academia & Government*

CLARIVATE, OCTOBER 2022 - PRESENT

TEAM 1: Research and design generative AI chatbots and agents as well as search/discovery tools for over 10 million Web of Science researchers.

TEAM 2: Improve the ETD Administrator workflow processes and purchasing experiences for student authors; design AI tools in ProQuest.

Contributed components and patterns to multiple design systems and leveraged established design templates to ensure consistency across mobile and web products.

Collaborate closely with directors, product managers, developers, business analysts, quality assurance, and customer success throughout the design lifecycle, from discovery and iteration to implementation and enhancements.

CONTACT INFORMATION

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PORTFOLIO

lanebowman.notion.site

SKILLS & EXPERTISE

Design

User interface design
Front-end development
Responsive design
Design systems
Information architecture
High-fidelity prototyping
Diagramming & workflows
Accessibility standards

Research & analysis

Usability testing
Task analysis
Survey creation & analysis
Interviews & synthesis
Personas & scenarios
Data analysis
Presentations

Tools

Figma
HTML/CSS/JavaScript
Design templates

ACHIEVEMENTS

New Kid on the Block, 2023

Celebrates high performance, quality case work, and positive peer review feedback.

Information Architecture Capstone, 2018

Exemplar project presented to re-accreditation committee.

SPEA Staff Merit Award, 2014

Annual award honoring an outstanding staff member for excellent service.

Product Manager — *Appointments*

EXCLAIMER, APRIL 2022 - SEPTEMBER 2022

Redesigned appointment booking software to address pressures from competitors while outlining a strategic roadmap in collaboration with the CEO, sales, support, technology, and customer success.

Lead Business Analyst — *Identity Management*

INDIANA UNIVERSITY, BLOOMINGTON, OCTOBER 2018 - APRIL 2022

Researched, designed, developed, tested, and delivered mobile and web applications for a global audience within an agile dev/ops team.

Performed user and product research through interviews, surveys, usability testing, and other analyses as well as crafted user artifacts such as personas, scenarios, and journey maps.

Contributed to multiple web and UX communities of practice by providing feedback, proposing solutions, and sharing research insights.

Developed long-term strategies for seamless account lifecycles with admissions, orientation, student, and alumni services.

Senior Business Analyst — *Identity Management*

INDIANA UNIVERSITY, BLOOMINGTON, AUGUST 2015 - OCTOBER 2018

Collaborated with internal and external stakeholders to build consensus around design, communications, documentation, and implementation of requiring two-factor authentication for all students, faculty, and staff.

Led visual refreshes of IU's login and account creation services as well as several high-visibility applications.

EDUCATION

Master of Information Science — *Luddy School of Informatics, Computing & Engineering*

INDIANA UNIVERSITY, BLOOMINGTON, SPRING 2015 - FALL 2018

Specialization in Information Architecture, 4.0 GPA

Bachelor of Arts — *College of Arts & Sciences*

INDIANA UNIVERSITY, BLOOMINGTON, FALL 2001 - SPRING 2005

Double major in Sociology and Religious Studies, 3.16 GPA

TRAINING

Emerge Leadership, 2025

Critical Practices for Managing leadership training.

IT Leadership Boot Camp, 2020

Strengths Based Leadership training for select individuals.

PRESENTATIONS

Designing Meaningful Experiences for Digital Natives (Watch)

Researched digital natives' educational and recreational use of digital learning technologies to present findings and recommendations to strategic internal partners and global librarian community.