Synergis | Creative

SUCCESS STORY:
Building a UX Design + Research team

During these uncertain times, adjusting to the "new normal" has been difficult for many companies, especially those in retail. Many brick-and-mortar stores have had to shift their focus to essential services. And many times, that requires enlisting specialized User Experience (UX) professionals.

One of our clients, the world's largest specialty retailer, was in a similar situation a few years ago, when they needed a UX team built from the ground up. Because of our proven track record of placing UX talent, they came to Synergis. Here's how we did it.

The client's needs

- We began working with the client to provide staffing support for its creative positions.
- A few years later, new Director of UX (a former client of ours) was tasked with building their first Enterprise UX team.
- An estimated **100 to150 UX contractors were needed within 24 months**.

What we offered

- Synergis Creative was brought on to scale the team .
- Presented Atlanta's top talent, as well as Full-Stack UX Designers from across the country.
- Helped establish the foundation of a new culture.
- A **dedicated team of skill-set focused recruiters** to support the client's UX position needs.

The results

- Successfully **placed 70+ UX contractors**, 14 of which relocated to Atlanta.
- Staffed the team within the client's budget.
- Converted two lead-level contactors into full-time UX Managers, each tasked with managing teams of 35+ UX professionals.
- Selected as one of two primary suppliers for all of the client's Enterprise UX recruiting.
- Hired a Synergis Director of UX Delivery to support the client's team
- Provided payroll services at a discounted price for the entire UX team.

We excel in placing UX talent.

Over the last year, 27% of all our placements were in the UX Design & Research areas.

Infrastructure & Support 25%

UX/Design 27%

Software Development 14%

Project Management 25%

Niche roles 9%