

Chris | Christopher | Roy
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COLLABORATOR STRATEGIST RESEARCHER CONCEPTOR BUILDER



Passion

A.I. Certified through Accenture

Delivery Focused

Digital Strategy

Design System Developer

Digital Transformation

Design Thinking & Innovation

Design Thinking Leadership

Design Thinking Facilitator

Rapid Ideation

Team Creation

Team Leadership

Team Mentorship

Used-Centric Design

User Obsessed Co-Creation

User Tested Design

Skill

Adobe Cloud

Figma

inVision

Sketch

WebFlow

Creative Leadership & Product Experience Designer - Freelance Miami, FL // July 2021 - Current

- Provides design leadership and vision based on customer feedback
- Produced end-to-end complex initiatives for fortune 100 companies
- Mentor, team builder, and servant leadership provider to my teams
- Seeks innovation to build improved user experiences
- Co-Creation with customers is the path to increased results
- Creating strategic plans, roadmaps and UX best practices for companies
- Provides design leadership and vision based on customer feedback
- User Experience project management

Lead Digital Experience Architect with Hillrom Miami, FL // August 2020 - June 2021

- Lead UI Architect within Hillrom's Digital Center of Excellence
- Responsible for engaging customer-facing digital experiences Web and Mobile
- Provides design leadership and vision based on customer feedback for an internal team fully focused on delivering customer experience excellence
- Sets digital best practices within the organization
- Reports directly to Hillrom C-Suite leadership
- Leads large scale digital transformation efforts within the organization
- Partners on integration efforts for new acquisitions

User Experience Architect / Digital Experience Consultant with Accenture/Industry X.O Miami, FL // March 2019 - June 2020

- Lead UI Designer on Connected Tampa City app, a virtual assistant for locals and visitors to customize their experience through smart AI technology
- Collaborated with Tampa real estate developers to pinpoint user personas
- Partnered directly with the internal software development team to build a functional prototype for our Tampa client
- For a Financial client, worked with internal teams to re-imagine the car auction internal customer experience, phone app, and laptop experience
- Hired on as the Creative Lead for client Fiat/Chrysler (FCA) to design and build the next generation Uconnect connected vehicle app and website
- Led team of twelve Designers and Developers at FCA
- Fostered internal relationships with FCA's interior design team as a companion to the mobile app experience with the goal of "one user experience inside & outside of the vehicle."
- Led design sprints and discovery sessions to identify the right experience to build
- Recovered sprint cadence from behind schedule to on-schedule

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Experience Architect / Consultant with Pillar Technology Ann Arbor, MI // July 2017 - March 2019

- UX/CX Experience Architect technology consultant servicing Pillars largest account the Ford Motor Company within Ford's UX Center of Excellence
- Transformation of business units through agile methods and Design Thinking
- Partnered with internal Ford teams to create future e-Commerce experiences
- Managed the full delivery cycle - working alongside product owners and software teams to product launch
- Leading concept discovery sessions through whiteboard innovation ideation

Interactive Creative Director with The Weather Channel New York // May 2016 - August 2016 // MFA Internship

- Produced UX/UI wireframes, customer journey maps, storyboards, prototypes
- Emmy winning (2017) Interactive Creative Director - "The Source."

Digital Creative Director with National Geographic Chicago // March 2009 - March 2015

- Built & hired a multi-functional development team of eighteen new hires for NG's new product development division. A start-up business for NatGeo
- Mentored newly formed teams through a challenging two year new product development start-up cycle
- Managed and hired development teams in three locations Chicago, Boston, and California
- Established brand vision and scope for new digital products and services
- Presented new product concepts and vision to C-Suite stakeholders

Design Director with Pearson Chicago // April 2000 - March 2009

- Developed award-winning, innovative math program - enVisionMATH
- Recouped 9.1 million dollar investment within 6 months of product release
- Directly responsible for enVisionMATH's product development, product launch, and market success
- Created unique program name and branding through ideation workshop
- Led insight-driven and co-creation customer engagement
- Interviewed, hired, and managed, teams in Chicago

Education

Masters in Fine Arts (MFA) Interactive Media and Film University of Miami Florida / 2015 -2017 <http://welcome.miami.edu/>

Bachelor of Fine Arts (BFA) Communication Design Columbia College // Chicago Illinois www.colum.edu/