**LLOYD**

**SUMMARY**

Solutions-savvy and passionate UX/UI Designer combining creativity and usability viewpoints to design, web and mobile applications. Passionate about visual design, collaboration and creating the ultimate user experience.

Motivational and inspirational leader in creating world-class work environments and culture within an organization where team members are inspired to do their life's best work.

**PROJECTS**

**Case Study: Communication for Global Innovation (CFGI)** | Link to Project

* A complete website redesign; our stakeholders couldn’t wait to implement our design
  + Core Responsibilities: Research, Testing, Content writing, IA
  + Secondary Responsibilities: Visual Design, Prototyping

**Case Study: The City of Palo Alto** | Link to Project

* A website redesign focused on overall navigation and creation of a new “Community” section. We brought this very boring government site into the mainstream with a fun & creative design that captures the spirit of Palo Alto.
  + Core Responsibilities: Research, Testing, Content writing, IA
  + Secondary Responsibilities: Visual Design, Prototyping

**Case Study: Mobile App and Website Landing Page**: **ExRemedy |** Link to Project

* A class project to create a mobile app and (RWD) web landing page
  + Core Responsibilities: Front End Development (FED), RWD for landing page, Research, Testing
  + Secondary Responsibilities: IA, Content Writing, Visual Design, Prototyping,

**EXPERIENCE**

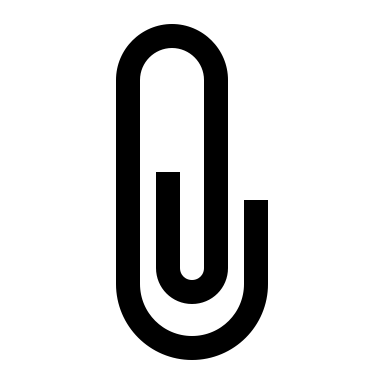
**UX / UI Product Designer | Remote**

iChritopher Design (2020-Present)

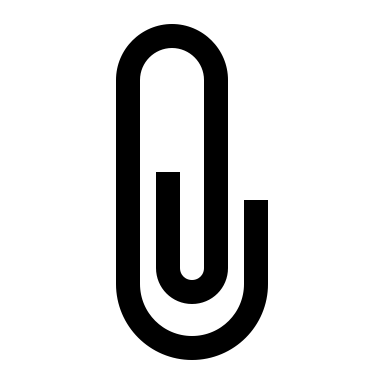
* Completed 3 case study projects using the design thinking process with front end development
* Led specific areas in the design thinking process methodology on 3 case studies in the UC Berkeley UX/UI design school

**Inspirion Inc. | CA**

INDEPENDENT CONSULTANT/ENTREPERNEUR (2015-Present)

 **Venture X:** Investor/Managing Partner in Commercial Real Estate Startup

* Partnered with Cushman & Wakefield for commercial real estate property locations in the SF Bay Area
* Research and development for Bay Area commercial real estate in conjunction with United Franchise Group
* Completed 5-year financial projections on multiple locations for coworking office space

 Guardian Harvest: Investor/Managing Partner in Agricultural Startup

* Analyzed data to improve operations, built analytical framework and operational models to enable scalability and sustainability for domestic and international business model
* Engaged directly with various stakeholders to develop project proposals and assist in presentations for securing new opportunities.
* Evaluate, re-design, and implement company’s compensation and benefits strategy, using external and internal benchmarks, to foster culture and positive working environment

Christopher

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| --- | --- |
| Map Marker PNG Transparent Images | PNG All | **SF Bay Area CA** |
| Fichier:Telephone icon blue gradient.svg — Wikipédia | **(510) 517-2097** |
| **enough already about the emails | The Honking Goose** | [**chrislloyd@me.com**](mailto:chrislloyd@me.com?subject=Resume%20Contact%20Me:) |
| GitHub PNG Transparent Images | PNG All | [**github.com/chrislloyd**](https://github.com/chrislloyd1685/Portfolio) |
| Media Cause | If You Were a Social Platform, What Would You Be? | [**linkedin.com/in/chlloyd**](https://www.linkedin.com/in/chlloyd/) |
| A picture containing building, window, blue, sitting  Description automatically generated | [**iChristopher.net**](https://www.ichristopher.net/) |

**EDUCATION**

**University of California Berkeley**

Berkeley CA

| UX/UI Design

| Graphic Design / Computer Programing

**Massachusetts Institute of Technology**

Sloan School of Management

Cambridge MA

| Executive Leadership Program: Business Process Design for Strategic Management

**Dale Carnegie**

San Mateo

| Leadership Training for Managers

**Mesa Community College**

Mesa AZ

| General Studies

* Created strategic plan for recruitment and retention of a highly talented and diverse team of professionals and support staff
* Provided training and development to managers and supervisors to work strategically, set priorities, define goals and outcomes, detail tactics, and achieve results.
* Managed multiple projects with leadership team to plan, design, construct the marketing strategy to grow and generate new contracts
* Renegotiated all contracts with stakeholders to multi-year vs annual

**Apple Inc.** | Cupertino, CA

MARKET LEADER (2002-2014)

* Promoted through multiple progressive leadership roles (General Manager, New Store Opening Manager, Store Manager, Assistant Store Manager) to Market Manager, leading multi-unit high-profile retail stores in Silicon Valley, 500+ employees generating $225M/annually. On elite team of eight Market Leaders with VP that built strategy for 36 stores (3500+ employees) and $1.1B in annual sales.
* Oversaw all facets of business, i.e. P&L, sales forecast, payroll, talent acquisition, HR decision/collaboration, performance management, sales/leadership training, inventory, system/resource planning, reporting, travel budget and expense account
* Improved operational excellence through identification and execution of initiatives that create efficiency, remove obstacles, or create improved processes and approaches to the business, including the identification of various tools to build and deploy improved workflows and Inspired team to deliver experiences that built customer loyalty
* Analyzed key metrics, including customer and employee feedback to provide and ensure the quality experience for each customer entering the Apple Store
* Ensured to that multiple locations remained aligned, while executing organizational initiatives to contribute to the future success of Apple
* Support sales teams on medium/long-term planning including deep analytics of business potential
* Identify, scope and drive critical projects and initiatives for Business & Sales Measurement, partnering with cross-functional teams across the organization
* Training and development: worked alongside field staff in selling as well as teaching, to help team members as needed

**SKILLS**

**Research:**

Persona, Archetype, Research Plan, User Research, Interview, Survey, Data Analysis, Interpret Data, Strategy, Guerilla Testing, User Testing, Competitor Analysis, SWOT

**Ideation**:

Affinity Diagram, Empathy Map, User Scenario, Storyboarding, Journey Mapping, Prioritization Matrix, User Flow, Sketching, Wireframing, Moodboard, Prototyping

**Visual:**

Drawing, Sketching, Vector, Video Editing, UX/UI, Motion, Interaction, Micro Interaction, Design Systems, Graphic Design, Print, Typography, Accessibility, Color Theory, Data Visualization

**Front End Development:** HTML 5, CSS 3, jQuery, JavaScript, Bootstrap, GitHub, VScode, Atom, BB Edit, Webflow, Mobirise, Responsive Web Design (RWD), Hotjar, Google Analytics

**Tools:**

Figma, Miro, InVision, Trello, Adobe XD PS IA, Google Suite, MS Office

**Leadership:**

Successfully led large teams with 500+ employees in my direct organization