Tommy Churchill

UX Strategist and Interaction Designer for Web and Mobile
churchit@gmail.com

Award-winning UX strategist, interaction designer and creative professional.
10+ years of hands-on **product development**, **marketing**, **e-commerce**, and
design experience for web and mobile. An evangelist for implementing **iterative**
and **collaborative solutions** to complex design challenges. Skilled in managing
product, personnel, and leading successful UX teams.

EXPERIENCE

Fidelity Investments – *Boston, MA*
02/12-present – UX Strategist/Lead, Asset Management & Institutional
- Craft and implement mobile and multi-device responsive web design (RWD) strategy for next-generation FinTech products for advisors and end-investors
- Brainstorm, define, and implement common framework pattern library for speed, scale, and efficiency in interface creation
- Express design intent using rapid interface prototyping, interaction, and information design, as well as direct-to-code reference user interface
- Regular interaction with portfolio managers, traders, financial advisors, and internal product teams to iterate and advance product user experiences
- Lead projects and designers; establish budgets, ROMs, and UX schedules

Smarterer.com – *Boston, MA*
04/11-12/11 – Director, User Experience
- Focus on rapid iteration and collaboration with small, dedicated team of engineers to push product on a continuous deployment schedule
- Source usability candidates, conduct sessions, devise case studies, build personas, and provide regular UX recommendations to the executive team relative to session findings
- Establish product design strategy alongside senior management team
- Information architecture and interaction design of complex web UX application flows, wireframes, interface designs and branding for unique skills-testing startup
- Visual design of website interface and core brand component – Smarterer badges – showcasing user scores and rank in technical, creative, and social media skills
- Front-end presentation-layer CSS and HTML for Smarterer.com interfaces, including customer-facing, internal tool, and external API interfaces

Eons, Inc. – *Charlestown, MA*
07/07-11/10 – Creative Director; Principal UI/Product Designer; Brand Cop

- Meetcha.com – Launched website for new dating experience from the ground up, including brand development, focus groups, usability, and more, all in an effort to address an unmet need in the marketplace; late 2010 exit with sale of meetcha.com to LavaLife Ltd./First Media Group
- Eons.com – Complete re-facing and re-branding entirety of the eons.com website, simplifying and ensuring consistency for multiple integrated applications/features
- Develop user-centered design solutions using agile development methodology, incubating and releasing social software for the 40+ crowd
- Hands-on execution of various brand, email, and product solutions for Product, Marketing, and Sales teams using any combination of HTML, CSS, visual aids, and/or product data analysis
- Architect various flows, page definitions, wire frames, and visual comps for both proprietary applications and consumer interactions
- Devise unique interactions from complex data sets resulting in intuitive navigation and web applications
- Code front-end web experience using HTML and CSS, and integrating jQuery UI to generate interactive experiences
- Conceptualize and build both user- and data-driven testing solutions by facilitating usability sessions, crafting test content, implementing A/B and multivariate experiments, analyzing data, and implementing findings

Gather Inc.; Gather.com – *Boston, MA*
01/05-07/07 – Creative Director; Principal UX Designer
- Provide complete solutions to both internal and external clients via an agency-style setting in the following areas: brand development, creative research, concept creation, creative strategy, copywriting/editing, proofreading, design (web, print, information, and interaction), illustration, web development (including HTML, CSS, JSP tag libraries, and MooTools)
- Principal creative architect sought out to establish the creative direction for all Gather products and services, including the Gather brand and sub-brands, vision, and voice, on a B2B and a B2C level
- Strategic planning, brand execution, content development, marketing, and product development efforts, and crafting into innovative and effective creative solutions regularly exceeding client needs
- Management of a cross-functional creative team consisting of creative and technical writers, graphic designers, information designers, and freelance resources
- Work directly with senior management, vendors, internal, and external resources (creative and otherwise), to collaborate and disseminate creative information to impacted parties
- Accurately forecast timelines, budgets, calendars, and dependencies to management

National Leisure Group, Inc. (NLG) – *Woburn, MA*
06/99-12/04 – Art Director/Manager, Design

- Art/visual direction of a team of 10+, working closely with cross-functional departments to develop and seamlessly integrate 25+ brands within an agency setting
- Hands-on experience building effective print and web branding campaigns and marketing materials, including direct mail, newsprint and magazine publications, websites, online advertising, and PoS/PoP informational displays
- Responsible for hiring, salary and performance evaluations, project management, calendaring, budgeting, and day-to-day management of internal and freelance design team
- Clients include: **Orbitz**, **Yahoo! Travel**, **priceline.com**, **Hotwire**, **CruisesOnly**, **Vacation Outlet**, **BJ's**, and numerous hotel, airline, and resort websites

Tilted Lamp; tiltedlamp.com – *Based in Salem, MA*
Principal
- Freelance design and UX services d/b/a TiltedLamp (tiltedlamp.com). I work with a variety of early stage web startups for interaction design consultation, sketching, wireframing, interactive prototyping, brand development, front-end HTML and CSS, and visual design
- Clients include: **Smart Destinations**, **oneforty.com** (acquired by **HubSpot** in August 2011), **FashionPlaytes**, **Room77**, **tributes.com**, and more

AWARDS
Software Patent Pending; MITX Technology Award Finalist: Eons.com *(Consumer Application);* **MITX Technology Award Finalist**: Gather.com *(Collaboration Application, Web 2.0);* **MITX Technology Award Winner**: **Gather.com** *(Media/Portal);* **Travel & Leisure Magazine's Top Travel Sites: CruisesOnly.com** *(Cruises: CruisesOnly);* **Forbes Best of the Web: Orbitz.com** *(Travel: Orbitz Cruises)*

EDUCATION
Northeastern University – *Boston, MA;* B.S. Fine Art; Design, Photography; **University of Maine** – *Presque Isle, ME;* Business Economics

ADDITIONAL NOTABLES
Apple (Sales/Tech Services); **The Boston Globe** (Photographic Researcher); **Gainsborough Restaurant Co., Inc.** (Manager, Bartender); **P.S. Photography, Inc.** (Event Photographer); **Dual Citizen** (USA, Germany); Avid **Table Tennis** Enthusiast