

BY DESIGNING AT THE CROSSROADS OF HUMAN BEHAVIOR AND EMERGING TECHNOLOGY, I DRIVE PRODUCT AND SERVICE INNOVATION.

INNOVATION DRIVER

I have over 15 years of experience crafting innovative digital experiences and elevating brands within agencies and in-house studios, placing me in a unique position to offer the attention of an insider, as well as the valuable perspective of an outsider.

EMPATHETIC NAVIGATOR

My approach to design starts with a simple premise: when you understand your audience better, you connect better. With antennae up, I leverage powers of perception to put people at the center of every design and build experiences that people love.

COMPLEXITY BUSTER

Asking the right pointed questions, I search for the kernel of truth. If the answer isn't clear or doesn't exist, I help realize a clear vision for the future. And I search for ideas to hang upon other ideas where everything fits together in a neat combination.

EXPERIENCE

Citi • Product Designer, Mobile Design Languages Lead, Feb 2019–Present

Aug 2016
Present

Lead the forward-thinking vision and strategy of the experience, UI components, and other design concerns with input from directors of product, design, and development teams.

- **PRODUCT MANAGEMENT:** Communicate how adoption of systems allow the team to accomplish more with less, breed resourcefulness, and invention by identifying key metrics to monitor and report; surface common user frustrations and identify new and emerging trends to prioritize enhancements and features within the backlog and roadmap by aligning analytics to assess the efficacy of concerns.

UX Designer, Payments Lead, Aug 2016–Feb 2019

Invented digital customer experiences across web and mobile channels for the Global Consumer Bank.

- **RESEARCH & PROTOTYPING:** Gathered insights into consumers' needs, created and employed clickable prototypes for usability testing, and then iterated based on those findings.
- **MOBILE-FIRST APPROACH:** Crafted solutions through user flow diagrams, wireframes, and polished designs across multiple workstreams; presented project objectives, insights, and creative solutions to product managers and journey owners.
- **LEADERSHIP:** Fostered the growth and culture of the design teams across multiple in-house studios. I did it by authoring the roadmap, setting the momentum, and leading monthly meetings through discussion and debate of design rationale and industry trends.
- **DESIGN PROCESS & SYSTEMS:** Spearhead the creation of Citi Design's symbol library of literally hundreds of UI components and interaction patterns to streamline how the team built our designs.
- **ACHIEVEMENTS:** Built industry-first features and increased customer satisfaction, revenue, and call deflection.

Freelance ● **Designer and Developer**

Aug 2010
Jun 2018

Accelerated business growth by translating company priorities into brand standards and delivering polished design concepts and responsive web design and development from ideation to completion.

Fossil Group ● **Interactive Art Director, Global Communications, Mar 2014–Jan 2015**

Jul 2010
Jan 2015

Headed the creation of Fossil Group design principals to consolidate processes, discover opportunities, and author a system to ensure all digital and print concepts have proper brand tonality and visual expression.

- **LEADERSHIP:** Led two designers and leveraged design thinking in the creation of the design system.

Interactive Art Director, Relic, Jul 2010–Mar 2014

Elevated the fashion accessory brand, Relic, to be more premium and contemporary through the design of the e-commerce website and art direction of photography and online advertising.

- **LEADERSHIP:** Led a designer while art directing photographers, stylists, copywriters, and developers; collaborated with the product design team to capture the essence of the seasonal trend and the merchandise team to translate business objectives into creative direction; partnered with the analytics team to increase revenue by A/B testing enhancements within the marketing and shopping cart pages.

Sibley Peteet ● **Senior New Media Designer**

Sep 2007
Jul 2010

Partnered with account executives to successfully pitch new business. Delivered digital and print designs from the initial discovery phase to completion across a range of media and client websites.

- **CLIENTS:** Domtar, Hasbro, Marriott, Mary Kay, MumboJumbo, Williamson Printing, XTO Energy

SkyyMedia ● **Designer and Developer**

May 2007
Aug 2007

Designed and developed rich, interactive experiences for client websites, including a mobile site for first-generation smartphones within the ever-widening spectrum of screens and spaces.

Imaginaria Creative ● **Designer and Developer**

Sep 2006
Apr 2007

Delivered polished designs from concept to final production across a range of media and client websites.

- **CLIENTS:** Disney, Jokari, Maseca, Sprint, United Supermarket, Univision

Dennard, Lacey & Associates ● **Art Director and Developer**

Jul 2003
Aug 2006

Delivered polished designs from concept to final production across a range of digital and print media.

- **LEADERSHIP:** Headed annual exhibition project each year, and led two designers while coordinating efforts with clients; spearheaded web design efforts through the standardization of sitemaps, wireframes, and visual comps, and adoption of best practices within front-end development for client websites.
- **CLIENTS:** The Catholic Foundation, Dallas Symphony, ExxonMobil, Hillwood Luxury Properties, Harcourt School Publishers, PricewaterhouseCoopers

EDUCATION

Abilene Christian University

Bachelor's Degree, Graphic Design

For a list of awards, recognition, and recommendations, please go to [linkedin.com/in/timothygram](https://www.linkedin.com/in/timothygram).