

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

### INNOVATION DRIVER

I have over 15 years of experience crafting innovative digital experiences and elevating brands within in-house studios and agencies, 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–Sep 2019

Aug 2016  
Sep 2019

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).