




Christina Lewis

Experience Director

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Education

The University of the Arts
BFA, Graphic Design
May 2007

Community College of Phila.
Public Speaking Workshop
May 2019

The Team W
UX Strategy Certification
December 2019

Networks

UX Nights
Out of Office Hours
AIGA Philadelphia (Mentor)
Design Brew
Lunch Club
PhillyCHI

Expertise

Design Strategy
Site + Product Wireframes
UI Research + Design
Interactive Prototyping
DesignOps + PeopleOps
Evaluative Research
Customer Journey Mapping
Design Thinking Methodology
Usability Testing + Evaluation
Project/Product Roadmapping
Account Strategy + Growth
Art Direction

Experience

Director of User Experience

Gorilla Group/Wunderman Thompson | April 2022 - present

- Hire, train and lead a team of UX and visual designers, provide career coaching and mentorship, develop their UX design and design process acumen
- Establish, document and evangelize UX methodology that is focused on user-centered design principles
- Direct all aspects of user experience from research and concept through documentation and testing
- Work cross-functionally with leadership team including design, product management, content strategy, engineering and marketing to execute high-quality deliverables
- Work with Sales and Business Development team to pitch and win large-scale client engagements

Associate Experience Director

Bounteous | January 2021 - April 2022

- Lead small teams of UX + UI designers and strategists through strategic and complex UX deliverables such as user research, stakeholder and customer interviews, personas, and customer journey maps for notable clients such as J.P. Morgan Chase, Simplot, and Lockheed Martin.
- Facilitated multiple UX workshop sessions to help teach, define and execute key UX methodologies with both clients and internal stakeholders.
- Helped to grow the Bounteous XD practice in key areas while facilitating multiple internal training sessions to upskill current UX designers.
 - Improved the recruiting and interview process by implementing structured hiring practices.
 - Helped to test pilot new workflow tools across a remote team of 100+ employees.
 - Helped to facilitate training for recently promoted managers within the XD practice.

Tools

Sketch
Miro
InVision
Abstract
Creative Suite
Zeplin
Figma
Jira
HotJar
Marvel
Craft
Principle
Confluence
Google Analytics

Senior Experience Designer

O3 World | January 2017 - December 2020

- Led and grew a team of designers and strategists responsible for collaborating across departments and producing client deliverables such as sitemaps, wireframes, prototypes, user experience and visual designs.
- Define, prioritize, and execute on design and UX deliverables varying in complexity for diverse clients across many industries. Notable examples include:
 - Redesigned the UX + UI of La Colombe's ecommerce site to improve user experience while meeting WCAG AA compliance standards. Efforts resulted in a 15% increase in online sales, which have helped sustain the business through COVID-19.
 - Facilitated multiple UX workshops for The Institutes to help identify and solve for gaps within their online customer experience. Successfully expanded the client relationship from being development-only to include UX + UI design.
 - Following a thorough discovery phase, worked with 3BL Media to map out a robust roadmap to unify their product offerings, improve brand consistency and streamline overall customer experience.
- Helped to implement strategic departmental workflows and processes to increase efficiency internally and cross-departmentally. Recent efforts include:
 - Optimizing design-to-development handoff by upgrading the design team's toolkit to include Sketch, Abstract, and Craft.
 - Revamped the overall UI process and deliverables and helped to maintain department's Confluence documentation as needed.
- Own internal branding efforts for O3 World's website, marketing material and external partnerships.
 - Created and maintained internal branding guidelines/documentation.
 - Built branding and marketing materials for various webinar series.
 - Provided oversight and art direction for internal photo and video shoots.

Senior UX/UI Designer

Clarity Consulting/Perficient | January 2015 - September 2016

- Produced content, creative strategy and visual design for websites, applications and products for brands such as Facebook, Microsoft, Kraft Food, Tribune Media and McDonalds.
 - Led the UX + UI redesign for Facebook Careers website. Worked with the Facebook Legal team to revamp the entire application process and Safety Center.
 - Created multiple Diji-Touch vending machine marketing campaigns for Mondelez to test in international markets.
 - Designed a book in collaboration with TechGYRLs to raise girls' interest, confidence and self-efficacy in the critical areas of science, technology, engineering, arts and mathematics.
- Maintained a role as a key design advocate within the company, promoting foundational design principles and mentoring junior designers and interns.
 - Revamped yearly internal tech challenge to include the design team for the first time providing designers an opportunity to pair with developers and product managers to design and build a solution based on a pre-determined prompt.

Senior Interactive Designer

The Plum Tree Group | July 2011 - September 2014

- Led a team of four designers, overseeing all client work and resourcing needs.
- Collaborated with strategists on workflow and functionality of ecommerce websites of various sizes.
 - Led the UI redesign of Glamglow's flagship online store.
 - Co-designed Temptu.com alongside a freelance designer
 - Led the total website redesign of RSVP Gallery, a Chicago lifestyle boutique and art gallery.

Junior Interactive Designer

Viacom, Inc. | October 2007 - December 2009

- Responsible for the daily design updates of BET.com, various award show microsites and ad sales packages.