

Chris Carter

Design Leader of Experiences & Workshopper

Chris Carter

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Skills

Design Leader of Experiences & Workshopper as the Lead UX/UI Designer on the loyalty and pro customer platform. During my time here I have mentored junior and mid-level UX designers, balanced stake holder relationships, and helped to define a UX strategy that aligned with our business strategy.

I developed and presented a North Star vision to impact a \$20B initiative for The Home Depot by bringing my team, stakeholders and leadership along during the work to influence the possibilities of where we needed to go to be competitive.

Experience

The Home Depot / Sr. UX Designer – Enterprise UX | Loyalty

DECEMBER 2018 - PRESENT, AUSTIN, TX

The Home Depot (\$100.9 billion in annual revenue) has built a strong foundation as the number one retailer for home improvement.

- Demonstrated the North Star Vision that I drove the design and strategy of the Pro Xtra Rewards, Segments and Campaigns to Krystal Zell, VP of Customer
- Created a beginning to end Experience Vision for Perks National Launch and showed it to Aaron Hayek, Sr. Director of Loyalty, Tia Likely, Technology Director, and Fahim Siddiqui, SVP IT
- Influenced and Persuaded the loyalty business team with a UX proposal of \$11,000 for Q3 UX Research Funding that allowed us to interview 50+ Pro customers

Silvercar by Audi / Sr. UX/UI Designer - Audi Select and UX Guild

JULY 2018 - NOVEMBER 2018, AUSTIN, TX

Silvercar, acquired by Audi in 2017, is the airport car rental experience reimaged for the connected traveler.

- Lead design and direction for Audi Select customer portal and operations portal that helped launch Audi's newest subscription service in the Dallas / Fort Worth area that gained huge publications from CNET, The Verge, Auto,

Forbes, Engadget among others.

- Created and lead direction on multiple artifacts to help influence and persuade the leadership team at Audi including service blueprints that helped our operations team efficiently swap vehicles for customers.

The Home Depot / Sr. UX/UI Designer - Enterprise UX | HR

APRIL 2018 - JULY 2018, ATLANTA, GA

- Lead design and research for THD Workforce mobile app that launched to over 400,000 associates across the US and Canada to help all hourly associates track and manage their time, sick leave, and vacation time.

Salesfusion / Sr. UX/UI Designer

AUGUST 2017 - APRIL 2018, ATLANTA, GA

- Developed a North Star Vision that was demonstrated to the Advisory Board of Salesfusion to show them the direction that got set as the main vision for the company to launch the landing page and email builder for Salesfusion 12. Eventually this helped Salesfusion get acquired by Sugar CRM.

Rainmaker | ILM Division/ Product Design Lead - Consultant

OCTOBER 2015 - JULY 2017, BOULDER, CO

- Design wireframes and interfaces for our web application

SubCentral / Sr. Product Designer

JULY 2016 - JUNE 2017, PITTSBURGH, PA / MYRTLE BEACH, SC (REMOTE)

- Worked directly with clients including Tesla, Duolingo, and various Pittsburgh startups to understand how to best meet their needs.

SubCentral / Product Design Lead - Consultant

APRIL 2016 - JULY 2016, PITTSBURGH, PA

- Lead design direction, pitch decks and north star visions that helped obtain \$150,000 seed funding

GiftCards.com / Sr. UX/UI Designer

MAY 2013 - JANUARY 2016, PITTSBURGH, PA

- Lead the design direction of all products and services that helped sell GiftCards.com and OmniCard.com for \$120 Million to Black Hawk Network.
- Filled in as Product Owner for 8 Months where I lead a team of 3 including engineers and graphic designers.
- Lead product definition, UX and visual design for the

launch of various designs for OmniCard.com, GiftCards.com, MyCoupons.com, SaveYa iOS and Android mobile app, GiftCards.com iOS and Android mobile app.

CDL Warrior | Next Gauge, Inc. / UX/UI Design Lead - Consultant

NOVEMBER 2014 - MAY 2015, PITTSBURGH, PA

- Developed a North Star Vision that would help obtain seed funding

Rent Jungle & Community Elf. / Lead Designer UX/UI

APRIL 2012 - MAY 2013, PITTSBURGH, PA

- Lead and hired a team of 3 UX Designers

Yellow Bridge Interactive | Eyeflow / Designer / Developer

APRIL 2011 - APRIL 2012, PITTSBURGH, PA

Freelance | Consultant / UX/UI Designer

JULY 2009 - PRESENT, WORLDWIDE

Education

AJ&Smart / Jake Knapp Certificate to Facilitate and Lead Design Sprints

2018, AUSTIN, TX

Concentration: Completed the online Sprint Masterclass by AJ&Smart and are capable of leading a team to create and test new product concepts in only 4 days.

Pittsburgh Technical Institute / Associates Computer Science

2009 - 2011, PITTSBURGH, PA

Concentration: Web Design and Development, Web Application Development, Flash Animation, Interactive Authoring and Design, Digital Imaging, Digital Illustration

Butler County Vo-Tech / Certificate, Graphic Design

2007 - 2009, BUTLER, PA

- Concentration: Identity and Marketing
- Graphic Design

References are available upon request.

References