



# Derek Davis

Product Designer

703.963.5021

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drkdvs.com

A creative leader and full-stack digital product designer with two decades of hands-on experience across design operations, creative strategy, and end-to-end, human-centered design. Additionally, a seasoned consultant with a distinct ability to engage and align stakeholders, extract and prioritize business objectives, and empathize with users to anticipate and translate their needs into bespoke, world-class digital experiences.

## EXPERIENCE

### Blue Cross Blue Shield Principal Product Designer

2018 – Present

As an Engineering-led organization with a nascent design team, UX maturity was limited. Design was an afterthought and did not play a role in product strategy, research, nor decision-making processes. I joined as a consultant in 2018 to introduce Human-Centered Design as a core competency. In addition to my full-time, hands-on contributions to several key product initiatives, I have established design operations, including the creation of an enterprise design process, design system, a full-stack design team, and most importantly, a seat at the table in the transition to a Product/UX-led and member-centric organization.

- Lead HCD (Strategy/Research/UX/UI) for six flagship digital healthcare products across four LOBs
- Established and evolved the first-ever enterprise product design practice and process for the organization
- Spearheaded the creation of the first enterprise-level, platform-agnostic design system
- Lead and support all design operations: hiring and onboarding, team composition and role definition, people management, project-level resourcing, budgets and toolset, team culture, etc.
- Serve as the Design Lead for the internal working committee tasked with transitioning to a product org

### FORM Founder & Chief Creative

2017 – Present

At FORM, I solely lead the agency, consulting directly with high-impact startups to evaluate market position, develop digital strategies and craft meaningful digital experiences that deliver on business objectives and exceed customer expectations.

- Led the overhaul of the digital product experience (Web, iOS) for **GoTab**, a DC mobile payments startup
- Led the digital rebranding and website refresh for **Quantuvis**, a Florida healthcare SaaS startup

### Siteworx Associate Creative Director, Lead Designer, Sr. Designer

2012 – 2017

As Senior Designer and Lead Designer, I led several product and service design engagements (Strategy/Research/UX/UI) for our Fortune 500 clients. Later, as Associate Creative Director, I directed design efforts at Headquarters, managing a team of seven UX/UI Designers, and personally led all design efforts for new business and key accounts.

- Led all design efforts, with a multi-disciplinary team of 10 (Product, UX, UI, FED), to research, define, design, and release the first modern, client-facing digital product experience since 1998 for **Goldman Sachs**
- Led design strategy and UX/UI for **Booz Allen Hamilton's** "Vision 2020" rebrand and website refresh
- Led design strategy, research and UX/UI for **Corning's** new digital self-service experiences
- Led user research, UX/UI and user testing for **DeVry University's** new digital student application experience
- Led UI and supported IA/UX for the redesign of **Time Warner Cable's** customer portal TWC Central™
- Led design strategy and IA for **Avoca's** brand-new learning management system
- Led research, story mapping, IA and UI for **Identity Guard's** B2B Identity Protection application
- Led UX/UI for **Thermo Fisher Scientific's** new Thermo Scientific website
- As ACD, I led design strategy, design thinking workshops, UX/UI, and sales presentations for prospective and current clients including **Adidas, Bain, Honeywell, Leidos, LiftMaster, NFLPA, NPR, and Scottrade**

### Neue Interactive Founder & Creative Director

2007 – 2012

As client engagements grew beyond the real estate industry, I founded a second digital agency and expanded to SMBs, non-profits, and trade associations. For five years, I solely led agency operations including: business development, sales, and account management; as well as project efforts including: digital strategy, scoping, planning, project management, research, UX/UI design, front-end development, and CMS integration.

## SELECT CLIENTS

Adidas  
 Blue Cross Blue Shield  
 Booz Allen Hamilton  
 Corning  
 DeVry University  
 Goldman Sachs  
 Mandarin Oriental  
 Marriott  
 Thermo Fisher Scientific  
 Time Warner Cable

## SKILLSET

Human-Centered Design  
 Design Leadership  
 Design Operations  
 Creative Strategy  
 Design Systems  
 User Research  
 Business Analysis  
 Stakeholder Alignment  
 Design Thinking  
 Story Mapping  
 Art & Creative Direction  
 Information Architecture  
 Interaction Design  
 Prototyping  
 Visual / UI Design  
 User Testing  
 Mentorship  
 Agile & SAFe Facilitation

## TOOLSET

Adobe CC Suite  
 Atlassian Suite  
 Axure  
 InVision  
 Miro  
 Sketch  
 UserTesting.com

More details on next page ➡



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### EXPERIENCE, CONT.

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- Led UX/UI/Front-End Dev in partnership with brandEvolve for clients including **Sentrillion** and **Southwire**
- Led research and UX/UI in partnership with Contensive for several national trade associations including **American Association of School Administrators**, **Aviation Suppliers Association**, **Truckload Carriers Association**, **Education Industry Association**, and **National Industrial Sand Association**
- Designed and developed the website for **Line-X**, a protective coatings company
- Led branding, identity design, digital marketing and website design for a consecutive five years for **Celebrate Fairfax! Festival**, the Northern Virginia region's largest community-wide annual festival

#### Agent Assistance Founder & Creative Director

2004 – 2010

I founded my first design agency with a focus on print and digital real estate marketing and grew the agency's client roster to over 200 real estate agents in less than four years. During that time, I honed my design skillset significantly, going on to create an unprecedented digital real estate marketing suite that would enable thousands of real estate agents to market themselves and their listings online, as well as provide real-time property search capabilities – a rare offering at the time.

#### Samson Properties Designer

2003 – 2005

I began my design career as the sole designer at Samson Properties, a Washington, D.C. Metropolitan real estate brokerage. There, I created digital and print marketing solutions for over 150 real estate professionals in the form of custom branding and identity, collateral, direct mail and email marketing campaigns, listing presentations, and CMS-powered, IDX-enabled websites.

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Goldman Sachs  
Mandarin Oriental  
Marriott  
Thermo Fisher Scientific  
Time Warner Cable

### SKILLSET

Human-Centered Design  
Design Leadership  
Design Operations  
Creative Strategy  
Design Systems  
User Research  
Business Analysis  
Stakeholder Alignment  
Design Thinking  
Story Mapping  
Art & Creative Direction  
Information Architecture  
Interaction Design  
Prototyping  
Visual / UI Design  
User Testing  
Mentorship  
Agile & SAFe Facilitation

### TOOLSET

Adobe CC Suite  
Atlassian Suite  
Axure  
InVision  
Miro  
Sketch  
UserTesting.com