# Christopher Ina

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## experience

**Vice President / Group Director, Experience Design**       March 2015 - Present
**Digitas** - Chicago, IL
- Associate Director, Experience Design, April 2016 thru October 2020 & Lead Experience Designer, March 2015 thru April 2016.
- Managed teams of User Experience (UX) & Visual Designers, & was responsible for their career growth.
- Conducted Opportunity/Ecosystem Assessments & established Customer Models for new client accounts to set the experience strategy direction.
- Stewarded a Fortune 130 Company through their award winning Digital Transformation.
- Created a component based responsive website design system to be used by dozens of content authors for both B2B & B2C digital marketing, applications/tools, & commerce experiences.
- Led multiple design teams to deliver commerce experiences & partnered with a third party development partner to ensure the successful implementation of documents designs.
- Managed client relationships while meeting aggressive product development & production deadlines.

**User Experience, RWD & Mobile Consultant**       April 2011 - March 2015
**Freelance** - Chicago, IL
- Conducted UX design workshops with clients to improve mobile app usability & engagement.
- Consulted with clients to ensure projects utilized mobile design best practices.
- UX lead for a Fortune 500 e-commerce design, research, & implementation.
- Created project tools to align & synchronize collaborative team delivery.

**Senior Manager, User Experience**       October 2008 - June 2014
**Manifest Digital** - Chicago, IL
- Managed two direct reports to ensure they reached their career & performance goals.
- Led collaboration with content strategy, creative design, & development disciplines to design solutions that solved the complex business problems of our clients.
- Developed information architecture schemes for website redesign projects.
- Designed user interface wireframes for client websites, mobile applications, & games.
- Conducted multiple user research studies that provided key findings & insights that informed the design process & interface usability.

## design skills

- Competitive Analysis & Documentation
- Project Requirement Documentation
- Agile Delivery, Roadmapping, & Backlog Grooming
- Creation of Customer Research Prototypes
- Customer Involvement Facilitation & Execution
- Business Development Pitches & RFP Responses
- Creation of Design System & Style Guides
- Service Design and Strategy Planning
- Online Commerce & Merchandising
- Concept & Pitch Brain Storming
- Mobile Design & iOS
- Responsive Web Design (RWD)
- UI Process Flows
- Design Ops & Process Optimizations

## education / activities

- DePaul Univ., Chicago, BS Human-Computer Interaction, Minor in Digital Cinema (2006)
- User Interface Designer, Walgreens Health Services, Deerfield, IL (2007 - 2008)
- User Interface, Interaction, Multimedia Intern at Motorola, Inc. (2005)
- Substitute UX Design Instructor at Starter League, formerly Code Academy
- DePaul University Career Advisor Panelist

## technical summary

- Figma, Axure RP, Sketch, Principle, Zeplin, & InVision/DSM
- Adobe: InDesign/Illustrator/Photoshop
- WordPress/CoreMedia/WCS 7.0/AEM/Hybris
- Apple: Keynote/iMovie/Xcode
- Microsoft: Visio/Word/Excel/Powerpoint
- Altis, OptimalWorkshop, Usertesting.com & Userlytics.com