

Will Phillips

WillPhillips.org—Experienced UX and digital product strategy professional with over a decade of experience across agency, consultant, and in-house settings.

Big picture thinker and pragmatic, collaborative team leader focused on delivering products that meet user *and* business needs via better processes that maximize client budgets.



EXPERIENCE

DIGITAL PRODUCT STRATEGY CONSULTANT

YRC Worldwide (Client, through Veracity Consulting): Kansas City, MO, 2017-Current

PBA Health (Client): Kansas City, MO, 2017

- Conducting product discovery, research, planning, and marketing activation activities with client Senior Director, Vice President, and C-level executives.
- Collaborating with client Directors on process improvements & software/tool selections.
- Creating, estimating, scoping, and pitching product timelines and feature backlogs.
- Auditing existing digital products and multi-channel digital strategies and marketing activation efforts via a combination of heuristic reviews, user testing, and market research.
- Creating and implementing product design via content strategy and interaction design.
- Coordinating with and overseeing client teams of designers, developers, and copywriters.

ASSOCIATE DIRECTOR, EXPERIENCE DESIGN

VML: Kansas City, MO, 2016-2017

- Managed UX planning and execution on an account with a \$1.5mm+ annual budget.
- Responsible for early stage project discovery & planning through UX/UI efforts on enterprise-level websites, mobile apps, and multi-channel digital rollouts.
- Lead client presentations, workshops, and design sprints with clients and other vendors.
- Engagements varied from solo UX practitioner to five-person team lead.

SENIOR EXPERIENCE STRATEGIST

Barkley (40Digits): Kansas City, MO, 2015-2016

- Prepare pitches, estimates, scopes, and project roadmaps on \$75k-\$500k engagements.
- Provide UX direction and leadership to cross-functional design/content/content teams.
- Regularly client-facing through status meetings, presentations, & project documentation.
- Improve the agency's digital practice by documenting processes, teaching workshops, & managing project availability and scheduling for an eleven-member UX/UI team.
- Deliverables and tasks included requirements gathering, qualitative research, heuristic reviews, wireframes & clickable prototypes, workflows, journey maps, sitemaps, functional requirements, content models, content strategy, KPI definitions, and usability testing.

USER EXPERIENCE ARCHITECT

Assorted Agency Contracts: Portland, OR and Tulsa, OK, 2014-2015

(Tulsa: Brothers & Company; Portland: R/West, Liquid Agency, and Downstream)

- Contracts involved various UX deliverables: discovery & research activities, information architecture artifacts, wireframes, content strategy, and occasional UI comps.
- Engagements varied from solo consultations, UX work contributing to a larger project team, and leading a small UX team of two direct reports (junior UX and visual designer).

CONTACT INFO

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- [Twitter.com/WillPhillips](https://twitter.com/WillPhillips)

EDUCATION

BACHELOR OF SCIENCE, BUSINESS ADMINISTRATION

- Oklahoma State University
- Stillwater, OK, 2001-2005

SKILL SETS

PRIMARY FOCUS

- Product Strategy & Design Thinking
- Creative & Art Direction
- Information Architecture
- Wireframes & Prototyping
- Usability Testing
- Project Management
- Digital Product Team Leadership & Management

ADDITIONAL EXPERIENCE

- Voice Over Talent
- Content Strategy
- Qualitative User Research
- Presentation Design & Pitching
- User Interface / Interaction Design
- HTML / CSS & SASS / JS & jQuery

EXPERIENCE, CONTINUED

USER EXPERIENCE DESIGNER

Tarot.com: Portland, OR, 2012-2014

- Hired as the company's first user experience or strategy role and, in this position, advocated for the introduction of UX best practices including user and product research, usability testing, wireframing, responsive design best practices, and improved analytics reporting.
- Production work largely consisted of site and digital channel strategy (via apps and content partners), information architecture documentation, wireframes, and usability tests.

USER EXPERIENCE DESIGNER & WORDPRESS DEVELOPER

Self-Employed: Portland, OR, 2011-2012

- Designed and developed WordPress websites for small businesses and nonprofits.
- Provided UX audits and improvement plans composed of heuristic and SEO reviews.
- Additional work included print collateral, logos & identity systems, and site maintenance.

FRONT-END DEVELOPER

Intel: Beaverton, OR, 2008-2011

- Converted agency comps to standards compliant, cross-browser XHTML/CSS.
- Occasional UI design and information architecture work to adapt agency deliveries to formats and layouts imposed by any one of the six enterprise-level CMSes across Intel.com.
- Acted as the developer rep in project meetings with stakeholders and agency partners.

ASSOCIATE CAMPUS DIRECTOR

Chi Alpha: Portland, OR, 2005-2008

- Designed print collateral, websites, email newsletters, and identity systems in support of the ongoing needs of our local organization, regional partners, or for specific events.
- Organized meetings and coordinated teams of in-person and remote volunteers.
- Extensive travel, fundraising, public speaking, and donor support.

SELECTED CLIENT LIST

- Ford
- Cargill
- Shelter Insurance
- Remington
- Arkansas Tourism
- Hershey
- YRC Worldwide
- Bridgestone / GCR Tires
- Bayer Animal Health
- Jive Software
- PBA Health
- Telstra (Australia)

SELECTED TOOLS

Adobe Creative Suite, Basecamp, Google Analytics & Docs, Hotjar, Invision & Invision Studio, LucidChart, Microsoft Office, MOZ, SEM Rush, Slack, Sketch, Omnigraffle, Optimizely, Trello, UserTesting, Visio

And lest we forget: whiteboards, fine-point white erase markers, and mountains of paper notes torn from those orange Rhodia notepads.