gary klein

www.garykleinstudio.com

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917 628 6017

Outcome-driven, tech savvy, hands on UX and Product Design Director with 15+ years experience leading design, strategy and development teams launching strategic, effective, and innovative web and mobile apps, SaaS platforms and digital marketing initiatives. Successes include conception, design and implementation of large-scale product, service and site rollouts, feature roadmap execution, mobile strategy, implementation of design and brand systems, agile and lean design methodologies, and processes for developing and analyzing user research.

Experience Design Director, Orion Innovation — Remote, 2022 to present

Client: Ernst & Young

Leading UX Design and Strategy teams engaged on enterprise client Ernst and Young's Global Tax Platform across 20+ service teams. Developing UX Strategy and Research, design system, component library and design ops procedures and best practices. Partnering in client and agency strategy to expand business capabilities, evangelize UX and technology modernization, define and promote AI capabilities and use cases, and develop new business opportunities.

User Experience Design Lead, Northwestern Mutual — Remote, 2021 to 2022

UX Design team lead for the enterprise Field Total Rewards Modernization initiative. Exploring new concepts, features, flows and improvements to financial agents' experiences around learning about, monitoring, tracking, and setting performance goals, compensation, taxes, rewards and bonuses.

Product Design & Strategy Lead, Momentum Design Lab — Remote, 2020 to 2021

Clients: Adobe, Toyota, FHN Financial, Spendlabs

Designed and facilitated remote and virtual product discovery workshops and user research, led teams and delivered UX artifacts and briefs outlining transformational product thinking including product strategy,roadmaps, wireframes, prototypes, design systems and UI designs.

UX Design & Strategy Lead, opencrowd.com — New York 2019 to 2020

Clients: Rocket Docs, Obsidian Technologies, Avocado Systems, Credit Suisse

Defined and led user centered UX processes for a future defining Tech and Design agency. Projects include a B2B SaaS enterprise sales enablement platform, an IaaS platform for an emerging consumer market, and cybersecurity and financial regulatory control platforms.

UX Design & Strategy Consultant — New York and remote, 2018 to 2020

UX Designer, Pixacore / Invenio Digital. Client: **The Children's Place, Inc.**

Developed and consulted on UX and UI for responsive e-commerce site, iOS and Android app relaunch as a multi-brand platform after acquisition of competitor Gymboree.

UX Design Technical Expert & Mentor, Thinkful.com and Chegg

Acted as mentor, career guide and evaluator to online Product Design students.

Director of Product & UX, date.com — New York (remote), 2016 to 2018

Date.com was the flagship of a line of 2+ million member subscription dating and social brands.

Brought on board to re-platform and redefine the products, business models, user experience and brand vision for all of digipunk's websites, apps and marketing efforts

Led UX/UI and front-end development teams, contractors and outsource teams. Hands on with product and UX definition, research, design, site and iOS and Android app coding with javascript, React.js, CSS, HTML in an agile, sprint based cloud platform environment.

Introduced User Centered Design principles and agile workflows. Established systems and processes for research, strategy, product definition, design and front-end development.

Design & Prototyping
Figma, Sketch, Adobe CS, Adobe XD, Invision, Framer, iOS, Android/Material Design

Design & Project Management
Jira, Confluence,, Git, Mural, Miro, FigJam, BaseCamp, Design System Management, Agile and Lean Methods, Design Thinking and User Research

Coding and Development
HTML5, CSS3, javascript, React.js, GraphQL, responsive design, css and javascript animation

Testing & Analytics
Google Analytics, Mixpanel, Hubspot, Google Optimize, UserTesting.com

UX Director, Bucksense, Inc. — New York, 2014 to 2016

Bucksense, spun off from Acotel Interactive, is a complex programmatic advertising B2B SaaS platform allowing users to create sophisticated digital marketing and client acquisition campaigns.

- Led product vision and definition workshops with stakeholders and experts from all disciplines

- Developed UX architecture, design systems and process, and brand voice and tone for this new B2B product in a young, highly competitive industry

- Led local and remote UX, UI and front-end development teams in developing and launching the SaaS product and allied marketing efforts.

Creative Director, Acotel Interactive — New York, 2011 to 2016

Acotel Interactive produced engaging websites, iOS and Android apps, B2C and B2B products in social networking, gaming, education, music, telecom and adtech with yearly revenues over $100m.

- Led product conception and development from ideation to delivery. Produced UX and product workshops, prototypes, artifacts, design systems and documentation.

- Staffed and mentored creative and technical teams, allocated resources, defined timelines, sprints and deliverables. Challenged and motivated international design and development teams, vendors and outsource resources across multiple locations.

Creative Director, Flycell, Inc. — New York, 2005 to 2011

Managed and mentored teams of designers and developers while cultivating an environment of sustained creativity and growth within an international leader in digital entertainment.

- Established Flycell's dozens of best of industry web and mobile presences and successfully expanded the brand from its U.S. base into 30+ international markets.

- Led creative development of marketing campaigns producing a single year acquisition of 9.5M subscribers worldwide

- Led website and purchase process redesign resulting in 16% increase in user downloads and a 3% decrease in customer churn. AT&T and Accenture rated the new site "Best of Industry."

Principal, garykleinstudio.com — New York, 2001 to 2005

Provided full service UX/UI design, branding and development services. Educated clients on UX design and strategy best practices, usability, marketing, content development, and technology.

- Clients include: **The New York Times Company**, Flycell Inc., The Cambridge Public Health Dept., Libra Securities and intellectConnect.com

Vice President / Creative Director, original.com — New York, 1997 to 2001

Creative lead of pioneering web design and internet strategy agency. Partnered in strategic decision making, client pitches, business development, staffing and budgeting. Clients included Fortune 500 companies, non-profits, small and medium businesses, media outlets and social networking sites.

- Creative Director for **CBS Television Network's first digital agency. The CBS TV network site was** ranked "most usable" network TV site in USA Today

- Developed sites for other CBS properties including The **Late Show with David Letterman**, NCAA Basketball **March Madness**, Master's Golf, The Country Music Awards

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Education

Master of Arts — New York University, New York

B.A. Architecture (with honors) — Columbia University, New York

Post-graduate studies — National Academy of Design, NY Academy of Art

Enterprise Design Thinking Practitioner Certificate, IBM
Google Analytics Advanced and IQ Certifications, Google Analytics Academy

https://garykleinstudio.com — portfolio, case studies and process
https://www.linkedin.com/in/garyklein — my LinkedIn profile