

# CHARLES CRAWFORD

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## SUMMARY

Passionate product design leader. Creative, technical and business hybrid. Over two decades of experience delivering product strategy, user research and design execution for innovative tech startups and some of the world's most recognizable brands.

Proven track record of helping companies transition from being product-centric to customer-centric through solutions-based design thinking and by building multi-disciplinary design teams that can deliver customer experiences with measurable business impact.

My passion is connecting business, product and brand strategy together to create customer experiences that are both engaging and measurable.

## EXPERIENCE

### **XILO | San Diego, CA**

*Design Leadership Advisor*

FEBRUARY 2021 - PRESENT

Advising this fast growing insurTech SMB SaaS startup as they build out their product design function and hire their first designers.

### **Phenomenon | Los Angeles, CA**

*Design Leadership Consultant*

SEPTEMBER 2020 - PRESENT

- Providing product strategy and design leadership services to a national mortgage firm undergoing a major rebrand and digital transformation.
- Conducted a digital capabilities assessment to define a digital vision and strategic roadmap.
- Partnered with CTO to identify initial steps in establishing their first internal customer-centric product design function.
- Partnered with CMO in creation of marketing personas and customer journey maps to better inform their marketing strategy.

### **PADI Worldwide | Rancho Santa Margarita, CA**

*VP, Product Design*

DECEMBER 2018 - JUNE 2020

- Spearheaded the development and implementation of a new digital learning strategy that resulted in incremental revenue of over \$7M in the first quarter of launch.
- Doubled the adoption rate of digital products compared to physical ones, saving the company millions of dollars in overhead and production costs.
- Partnered closely with Product, Engineering, and Marketing counterparts to establish design workflows and KPIs, positively impacting product quality and innovation.
- Worked closely with Product and Engineering leadership peers to define cross-functional workflows ensuring user-centric design principles were embedded into our product development processes.

## *Director, Digital Experience*

AUGUST 2016 – DECEMBER 2018

- Grew a multidisciplinary design team from 3 to 15 designers including product designers, visual designers, learning experience designers and design researchers. Attracted and retained top talent through nurture and empowerment of individual's design potential.
- Led the evolution of the PADI brand from its legacy training focus to a lifestyle brand. Executed against this across both marketing and product touchpoints by developing creative guidelines and a design system aligned to the company's core brand identity.
- Defined a customer-centric vision for the PADI product experience that differentiated the brand from its competitors. Championed this vision throughout the organization that spanned 5 offices over 3 continents and our licensed members in over 180 countries.
- Developed a data-informed design research framework layering qualitative user research over quantitative analytics for a deeper understanding of customer behavior.
- Defined persona-based user journeys for all key PADI product experiences for use in benchmarking customer experience metrics that were continuously evaluated, tested and optimized based on derived insights.
- Developed and implemented PADI's proprietary Cousteau design system, partnering UX and engineering leadership to ensure collaborative development of guidelines, components and resources. Successfully launched the new PADI customer platform built from the system.
- Launched PADI's first subscription based D2C platform, successfully growing its user base through ongoing conversion and customer retention flow optimization.
- Launched the redesign of the core PADI.com website integrating the company's new brand mission, introduced the new design language, and optimized key marketing and ecommerce conversion flows.

## **RED Interactive | Santa Monica, CA**

*Associate Director, User Experience*

NOVEMBER 2013 – AUGUST 2016

- Led the design of product experiences for high-profile brands across a range of verticals, including Roku, Dreamworks,, Red Bull eSports, Scuderia Ferrari F1, and Virgin Galactic.
- Redesigned the customer experience of Roku.com to provide better guidance in the purchase experience, optimize their conversion flows, and enhance the support experience.
- Evolved and modernized the UX for online dating platform JDate, allowing the company to deliver digital customer experiences aligned with its revised brand identity.
- Developed a digital content platform for A&E's History TV channel, allowing it to extend its brand presence to reach a younger demographic.

## **Isobar | Boston, MA**

*Lead User Experience Designer*

FEBRUARY 2012 – NOVEMBER 2013

- Served as the client-facing UX lead, creating high-impact product experiences for global brands including Adidas, Motorola, and HBO.
- Designed the consumer-facing web portals and data analytics dashboards for Motorola's MotoACTV sports and wellness activity tracking devices.
- Partnered with Adidas to enhance their miCoach Elite training platform, used by soccer coaches in monitoring athlete performance, to better manage and plan training sessions.
- Researched content consumption and consumer viewing habits for HBO to conceptualize a socially enhanced viewing experiences.

## **Bank of America Merrill Lynch | Boston, MA**

*VP, Interaction Designer*

OCTOBER 2010 – FEBRUARY 2012

- Guided a team of interaction designers, creative designers, and developers in the design of the Merrill Edge experience, a self-directed investment platform built for an emerging target market.

### **Various Companies | Boston, MA**

#### *Design Consultant*

2007–2010

- Contracted out in a design consultant capacity on numerous projects for clients including iRobot, Genzyme, TOMY, and BiddingForGood (now frontStream).
- Provided end-to-end design services spanning user research, UX strategy, content strategy, creative and content design, interaction design, and prototyping for both physical and digital products.

### **Various Tech Startups | Boston, MA**

#### *Lead Interaction Designer*

2003–2008

- Led creative direction for both marketing collateral and user interface design for a variety of innovative early stage tech startups.
- Co-inventor of patents for payment processing and system design.

### **RDVO | Boston, MA**

#### *Lead Interaction Designer*

2005–2007

- Led multiple projects for clients of this digital agency in industries ranging from health sciences to finance and eCommerce experience.
- Awarded Webby and MITX awards for role as technical lead on MBTA.com re-design.

### **Various Companies | London, England**

#### *Contract Interaction Designer*

1998–2002

- Contracted as an in-house user interface designer for companies including Reuters, Reed Business International, and Sony Music Entertainment.
- Contracted to brand consultancy, Lloyd Northover, as user interface designer on design teams for clients including Legal & General and Thompsons Travel.

## **EDUCATION**

### **Massachusetts College of Art & Design | Boston, MA**

#### *Bachelor of Fine Arts (BFA), Industrial Design*

2007 – 2009

### **Cape Peninsula University of Technology | Cape Town, South Africa**

#### *Associate's Degree, Three-Dimensional Design*

1994 – 1996

## **ASSOCIATIONS**

### **On Deck Designer Fellowship**

March 2021 – PRESENT

### **Design Leadership Forum by InVision**

JANUARY 2019 – PRESENT