

# CASEY HARPER

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## About

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Product design lead with 12+ years of hand-on design and management experience focused on user-centered design.

## Education

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### CORNELL UNIVERSITY:

- Performance Leadership Certificate, 2021

### IDEO U:

- Cultivating Creative Collaboration, 2020
- Leading for Creativity, 2017

### COLORADO STATE UNIVERSITY:

- Bachelor of Fine Arts, 2009

## Skills

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### SOFTWARE:

- Figma
- Sketch
- InDesign
- Photoshop
- Principle
- Illustrator
- Keynote

### ADDITIONAL:

- UI & UX
- Product design
- Design systems
- Design strategy
- Design leadership
- Inclusive design
- Accessibility design

## Experience

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### CRITICAL MASS: ART DIRECTOR

#### ONSITE AT APPLE

- Develop & maintain app design systems.
- Evangelize and advocate for design standards and inclusive, and accessibility design practices across platforms.
- Daily collaboration with cross-functional partners and organizations to identify, plan and implement strategic design decisions.
- Provide product design guidance across multiple tracks of work.
- Lead project prioritization
- Develop relationships with various partner groups to improve design practices.
- Build, evolve and scale design practices within studio
- Create and lead design workshops.
- Improve quality, workflow, and onboarding through the utilization of Design Ops best practices.
- Grow design team through hiring, onboarding, managing, mentoring, and strategic goal-setting of design team members.

### ART DIRECTOR & DESIGN LEAD

- Design and direction for advertising and interactive agencies, design studios, and in-house teams.
- Developed concepts and designed a range of both digital experiences and print media - including apps, social media campaigns, websites, e-mail templates, and books.
- Clients: AKQA, Benchmade, Buitoni, Babcock + Jenkins, Cambia, CDK, Critical Mass, Emerge Interactive, GyroHSR, Havas, HCP, Hot Pockets, Microsoft, Nike, Razorfish, SMITH, Swift, Oregon Humane Society

### NIKE: SR. DESIGNER

#### TEAM: DIGITAL PRODUCT CREATION

- Design lead for digital experiences and design systems for Nike DCP.
- Daily collaboration with cross-functional partners to craft design strategy for user-centered design solutions across a multi-platform application ecosystem.
- Lead wireframes, user flows, and final design deliverables.
- Provided guidance and priority to design team members.
- Created executive presentations for cross-collaborative partnerships.

#### TEAM: NIKE APPS

- Developed and designed digital app experiences for Nike teams on iOS and Android platforms.
- Daily collaboration with cross-functional partners including leadership, business, and engineering teams.
- Created executive presentations for cross-collaborative partnerships and Nike CEO.

### RAZORFISH: SR. DESIGNER

- Developed concepts and designed a range of digital experiences - including social media, in-store, rich media, and banner ads.
- Clients: Best Buy, Bing, Hawaiian Airlines, Netflix, Microsoft Office, Microsoft Windows, Holland America Line, Tourism New Zealand, Windows Phone
- Awards: Gold Award, World Travel Awards, Tourism New Zealand Digital Advertising and Experience Campaigns

### INTEL: DESIGN RESEARCHER

#### TEAM: TIZEN

- Provided design systems research and strategy using multiple UX testing methodologies and craft executive summaries and present findings and plan to leadership.
- Evangelize and advocate for design standards and inclusive, and accessibility design practices.
- Daily collaboration with leadership, engineering, and design teams.