

Casey Harper

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Senior Art Director with 14+ years of design and management experience focused on user-centered design.

Education

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

SOFTWARE

Figma, Sketch, InDesign, Photoshop, Principle, Keynote

FOCUS AREAS

Product design, Design systems, Design strategy, Design leadership, Inclusive design, Accessibility design

Experience

CRITICAL MASS: SENIOR ART DIRECTOR

DESIGN SYSTEMS & DESIGN OPS, ONSITE AT APPLE

- Created & maintained iOS, iPadOS & web design systems.
- Collaborated with cross-functional partners and organizations to identify, plan and implement strategic design decisions and improve design practices.
- Evangelized and advocated for design standards, ensuring that the design system is adhered to across UX and design teams.
- Insured the design system's alignment with accessibility design practices to create inclusive and user-friendly products.
- Communicated the benefits and importance of the design system to stakeholders and team members.
- Lead project prioritization.
- Build, evolve, and scale design practices.
- Conducted design workshops to educate teams on the use and benefits of the design system, enhancing collaboration and design quality.
- Improve design quality, workflows, and onboarding.

- Grow design team through hiring, onboarding, training.
- Mentored and set strategic goals for design team members, fostering their professional development.

ART DIRECTOR & DESIGN LEAD

- Design and direction for advertising and interactive agencies, design studios, and in-house teams.
- Developed concepts and designs for 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: SENIOR DESIGNER

TEAMS: DIGITAL PRODUCT CREATION & NIKE APPS

- Designed and developed digital app, web and email experiences and design systems.
- Provided design and UX guidance and priority to design team members - including wireframes, user flows, and final design deliverables
- Collaborated with cross-functional partners including leadership, business, and engineering teams to craft design strategy for user-centered design solutions across a multi-platform application ecosystem.
- Created executive presentations for partners and CEO.

RAZORFISH: SENIOR 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.
- Evangelized and advocated for design standards as well as inclusive and accessibility design practices.
- Collaborated with leadership, engineering, and design teams.