

CHARLES CRAWFORD

Progressive product design leader. Creative, technical and business hybrid. Over two decades of experience delivering product strategy, user research and design execution. Proven track record in helping companies transition to being customer-centric through solutions-based design thinking, integrating user-centered design practices, and building design teams that deliver 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

Self-Employed | Remote

DESIGN LEADERSHIP CONSULTANT & ADVISOR

JULY 2020 - PRESENT

- Startup Advisor: Xilo
 - Advisor to the CEO with areas of focus in product, design, and org structure.
 - Developed framework and roadmap for building out an internal design function.
 - Sourced and onboarded founding product designer.
 - Provide guidance on UX research, design roadmap, UX metrics and experimentation.
- Fractional CDO: NewRez LLC
 - Design strategy and leadership consultant to firm undergoing major digital transformation.
 - Partnered with C-suite to create a digital strategy, roadmap, and implementation plan.
 - Managed external agencies in defining new branding and UX strategy initiatives.
- Design Leadership Consultant: WW (formerly Weight Watchers)
 - Ran discovery efforts to inform new digital opportunities for the digital user experience.
 - Led stakeholder interviews, technical audits, and customer journey mapping exercises.

Openfit | Remote

SR. DIRECTOR OF PRODUCT DESIGN

MAY 2021 - MARCH 2022

- Led multi-disciplinary team overseeing end-to-end design of a multi-platform experience.
- Scaled design function in areas of UX research, content strategy, and design system management.
- Provided oversight for design teams supporting growth, commerce and core product experiences.
- Owned design vision for multi-platform experience that included: web, mobile (native iOS/Android), connected TV (10-foot UI/OTT), connected devices (exercise bike), and wearables (Apple Watch).
- Key design initiatives: live class experience roll-out on connected bike; multi-platform support for heart-rate based training, re-platforming of live class and trainer app experiences.

PADI Worldwide | Rancho Santa Margarita, CA

VP, PRODUCT DESIGN & USER RESEARCH

JANUARY 2019 - 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.

PADI Worldwide | Rancho Santa Margarita, CA
DIRECTOR, DIGITAL EXPERIENCE

AUGUST 2016 - DECEMBER 2018

- Grew a multidisciplinary design team from 1 to 13 designers including product designers, visual designers, content strategists, learning experience designers and design researchers.
- Led evolution of the PADI brand from its legacy training focus to a lifestyle brand. Executed against this across both marketing and product through aligned creative guidelines and design system.
- Defined a customer-centric vision for the PADI product experience and championed this vision throughout the organization spanning 3 continents and 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 key product experiences to benchmark customer experience metrics and continuously evaluated, tested and optimized based on derived insights.
- Developed and implemented PADI's proprietary design system, partnering UX and engineering leadership to ensure collaborative development of guidelines, components and resources.
- 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, 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.
- Redesigned the customer experience of Roku.com to provide better guidance in the purchase experience, optimize their conversion flows, and enhance the support experience.
- Developed a digital content platform for A+E, extending its brand to reach a younger demographic.
- Evolved dating platform JDate's digital customer experience aligning it with a revised brand identity.

Isobar | Boston, MA

LEAD USER EXPERIENCE DESIGNER

FEBRUARY 2012 - NOVEMBER 2013

- Client-facing UX lead, creating high-impact product experiences for various global brands.
- Expanded Motorola's MotoACTV activity tracker to support wellness & recreational activity tracking.
- Enhanced Adidas' miCoach Elite platform to support performance trends and introduce basketball.
- Led multiple UX initiatives spanning properties across the HBO digital ecosystem.

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 | London, U.K. & Boston, MA

FRONT END DESIGNER / UX ENGINEER / INTERACTION DESIGNER

1998-2010

- Progressed from entry-level to lead design level as both consultant and in-house designer.
- Clients included: Fidelity Investments, Genzyme, iRobot, Gillette, Boston Red Sox, Massachusetts Bay Transit Authority (MBTA), Sony Music, Thomson Reuters, Legal & General (L&G)

EDUCATION

Bachelor of Fine Arts (BFA), Industrial Design
Massachusetts College of Art & Design | Boston, MA

Associate's Degree, Three-Dimensional Design
Cape Peninsula University of Technology | South Africa