

JOHN PHILLIPS

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A BIT ABOUT ME

I'm a digital strategist and user experience specialist with 10 years of experience in all aspects of the product lifecycle, from upfront strategy through design, development, and launch. My experience spans across numerous industries, including automotive, manufacturing, advertising, and higher education. I'm very passionate about how design and technology influence how people interact in digital environments.

MY EXPERIENCE

ES3 • Rochester Hills, MI – August 2014 - Present

ES3 is a training, consulting, marketing and communications company that specializes in the automotive industry working with the OEMs to help their Field and individual dealership personnel on performance improvement.

Digital Strategist

As a digital strategist I'm responsible for researching and understanding the client's business objectives, training goals and user base to identify unique digital opportunities and lead the design of new digital strategies. Working closely with account/project managers, designers, developers, and vendors, we outline client objectives and map out the user experience for new digital products we create.

Position Highlights

- Principle strategist for digital solutions on new vehicle national launch tours
- Provide creative direction for all visual design of digital products
- Proactively research and suggest modern technology platforms to deliver training materials
- Proposal writing for digital products in new business opportunities

GRID, LLC • Troy, MI – October 2012 - August 2014

Grid is a technology, software and design shop, dedicated to the craft of creating elegant and useful business tools.

Experience Designer

As a designer, I designed/developed software and interfaces for companies of all shapes and sizes, from large automotive companies, to small mom and pop shops. I ensured that my design work conformed to modern design standards with consistent user experience in current web browsers, from desktop computers to mobile devices.

Position Highlights

- Principle interface designer on a document review platform for service manuals used in Fiat Chrysler's dealership service centers
- Redesigned the interface and user experience of the software for Fiat Chrysler's Service Information and engineering groups
- Redesigned the user interface for NAVTEQ's web store
- Worked directly with clients on design and content strategies for digital products

CENGAGE LEARNING • Farmington Hills, MI – June 2010 - October 2012

Cengage Learning is a leading educational content, technology, and services company for the higher education and K-12, professional and library markets worldwide.

Sr. Product Designer

As a designer I lead the design and user experience direction of digital research products used in higher education. I collaborated with product managers, software developers, and user experience specialists to user test designs/wireframes for enhancing the experience of our products.

Position Highlights

- Provided design and front end development direction to large software teams
- Created user stories to be tested on products through usability evaluation sessions

CAMPBELL-EWALD • Warren, MI – November 2006 - June 2010

One of the top 25 American advertising agencies, with almost \$2 billion in annual billings. Campbell-Ewald provides digital development services for clients such as the US Navy, Chevrolet, Alltel Wireless, USAA, and Kaiser Permanente.

User Interface Engineer

As a user interface engineer I helped guide technology decisions and develop websites that fit the creative and user experience needs for clients digital strategies. I collaborated with project managers, art directors, information architects, and engineers.

Position Highlights

- Lead the technical direction on numerous website and social media platforms for client campaigns
- Evaluating new technologies to intergrate into the engineering groups toolbox

MICHIGAN STATE UNIVERSITY • East Lansing, MI – August 2005 - May 2006

At University Relations department, the Marketing & Communications teams create strategic and compelling brand-aligned communications for a range of high-visibility print and digital environments to reach key MSU audiences in Michigan and around the world.

Lead Designer

As lead web designer, I was responsible for all design and user experience directions for various department websites around the university.

Position Highlights

- Lead the visual design direction for the University's main website, msu.edu.
- Designed and developed a new website template system to be used as the standard across all univeristy department websites

MY EDUCATION

Michigan State University, East Lansing, Michigan
Bachelor of Arts - Professional Writing, May 2005