

# JOHN PHILLIPS

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## A BIT ABOUT ME

I'm a customer/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 industries, including automotive, agriculture, manufacturing, advertising, and higher education. I'm very passionate about how design and technology influence how people interact in digital and physical environments.

## BRANDS I'VE WORKED WITH

General Motors • Navy • United States Postal Service • BASF • Kia Motors • Michigan State University • Chrysler • Toyota • Honda of Canada • University of Michigan

## MY EXPERIENCE

### **Sr. Digital & Customer Experience Strategist**

MRM // McCann • May 2016 - Present

As a digital and customer experience strategist I work with General Motor's Retail Sales and Marketing team, Fleet team, and BASF's Agriculture group to develop thoughtfully designed customer experiences based on thorough qualitative and quantitative research.

#### **Position Highlights**

- Using research data to design customer journey maps for BASF
- Identifying key customer pain points of farmers to help BASF prioritize where they can have impact
- Formulate insights and forward thinking ideas based on data, research, and trend forecasting
- Create digitally focused recommendations for the Retail Sales and Marketing team at General Motors

### **Digital Strategist**

ES3 • August 2014 - May 2016

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 tour events
- 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

## **Experience Designer**

GRID, LLC • October 2012 - August 2014

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

## **Sr. Product Designer**

Cengage Learning • June 2010 - October 2012

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

## **User Interface Engineer**

Campbell-Ewald • November 2006 - June 2010

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

## **Lead Designer**

Michigan State University • (August 2005 - May 2006)

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