

ANDREW LINDSAY / Experience, Design & Product Executive

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I am a strategic thought-leader focused on defining, designing and deploying innovative, groundbreaking solutions for the many unique challenges that arise across the customer experience. In my current role I am focused on driving enterprise transformation by introducing user-centered design thinking to product design and development lifecycles. I have built-out and managed multi-disciplinary centers of excellence within front-end engineering, digital production, UI design, UX engineering and Creative Operations.

SKILLS

- Customer Experience
- Data-driven media strategies
- Advertising personalization
- Executive leadership
- Team building, team development
- UX design/strategy/workshops
- Creative direction, art, copy
- Client strategy, growth management
- Design systems
- SEO, user-flow analysis, Google analytics

EXPERIENCE

Oct 2019 – Present

HEAD OF DESIGN, USER EXPERIENCE

Syniverse - *Telecommunications, Software and Services*

- Responsible for managing 7-figure vendor relationships including program scope and definition, budget management and program lifecycle completion.
- Building out a User Experience design practice from the ground up involving the development and propagation of enterprise design ops processes and protocol.
- Team modeling and development.
- Leading communications across the Executive leadership C-suite to manage expectations, work through risk mitigation and communicate the vision for the structural overhaul of internal platforms.
- Conducting a holistic evaluation of systems, applications and services to create a path toward unifying the end customer experience across disparate platforms and frameworks. Focus involved mapping out the enterprise-wide information architecture, product taxonomy and functional prototyping.
- Conducting customer usability testing sessions, customer interviews, user tests, customer journey mapping to surface insights around opportunities and pain points. Using these individual insights to define solutions that apply at a global level for maximum benefit in the

areas of elevating CSAT, NPS and customer loyalty scores.

- Creating a centralized design system to be leveraged for all net-new product design and development.
- Conducting design workshops to increase efficiency, lower cost redundancies and improve overall operational effectiveness. Solutions are modeled and presented through collaboration with individual stakeholders across the executive C-Suite and functional team level.

Apr 2016 – Oct 2019

VICE PRESIDENT CREATIVE, ENGINEERING

Conversant, Publicis Groupe - *Industry leading ad-tech company focused on 1:1 personalization*

Provided strategic leadership focused on business-development, growth planning/management and competitive reviews. Developed and managed multiple high-functioning teams: front-end engineers, digital producers, UI designers, UX architects and UX engineers. Drive initiatives across Sales, Product and Engineering teams focused on product rollouts and evaluations. Main areas of focus include:

- Enterprise product review and evaluations. Quarterly assessments of trends in personalized and non-personalized display media covering inventory, creative units, channel opportunities and new technologies. Result: Measured expansion of client-facing ad suite and technical capabilities for ad units. Defining packaging and distribution of releases, creating increased opportunities for internal Sales teams and clients as they bring their brands to market.
- Influence direction and strategic approach to corporate web properties across front-end development teams including but not limited to: SEO, user-flow analysis and optimization, CMS comparative analysis, UX enhancements/strategy.
- Software and application development oversight, ideation, planning, scope and pro forma reviews (Javascript, HTML, CSS, Angular).
- \$3M in average annual cost savings through the procedural automation of ad design, ad development and ad delivery processes.
- Led support across marketing teams to drive digital campaign strategies.
- 39 total reports, 5 direct reports, 3 teams across 5 unique disciplines: front-end engineers, Digital Production, UX architects, UI design, web development.
- 2018 Adweek Isaac Awards Juror
- Published numerous industry articles.
- Awarded Patent us 9,916,602 *Batch Image Processing Tool*
- Established the UX/UI practice from scratch. Built out a robust team (7) across UI design, UX architects and UX developers. Primary SaaS application focus for internal tools and ad delivery platforms.
- Initiated, defined and oversaw the Conversant UI (CUI) design system. CUI is an extensible visual design system that has been implemented across the CORE Conversant ad serving and delivery platform, Publisher ecosystem and client access portal resulting in more streamlined design/engineering timelines, consistent user experiences, higher client satisfaction and engagement rates.

04/2014 - 04/2016

GROUP CREATIVE DIRECTOR

Conversant - *Industry leading ad-tech company focused on 1:1 personalization*

Drove the creative direction and evolution of technical capabilities and operational automation. Managed multi-disciplinary teams comprised of front-end engineers, digital producers and creative operations managers.

- Responsible for over \$1M annual cost savings through automation of the design and digital production processes.
- 30 total reports, 8 direct reports. Supervised 30 staff between three teams of front-end engineers, digital producers, and UX/UI designers and engineers.
- Established the corporate front-end web development team from scratch. Total of 5 team members overseeing responsibilities touching 19 individual sites. Scrum management, code consolidation, reusability and extensibility, CMS evaluation, analysis and migrations.
- Established the Creative Operations Management group from scratch ultimately realizing 30% gains in efficiency across Creative Operations. Total of 5 team members focusing on operational efficiency, cost-cutting and optimization.

12/2010 - 04/2014

SENIOR MANAGER, CREATIVE TECHNOLOGY

Conversant - *Industry leading ad-tech company focused on 1:1 personalization*

Designed and implemented extensible object-oriented development methodologies to the engineering team, resulting in 3X increase in efficiency, speed and quality. Scoped, pitched and maintained oversight of application development leveraged across the creative teams. This laid the foundation for compounding gains year over year on cost savings and operational scale.

- 22 total reports, 6 direct reports, 2 teams including front-end engineers, digital producers.
- Established the Creative Technology team from scratch, accommodating the 10X growth of the business while only requiring 2X growth in headcount.

01/2009 - 08/2010

SENIOR INTERACTIVE PROJECT MANAGER

Aisle Rocket Studios - *Ad Agency*

Contributed to the development of award-winning (x5) advertising campaigns for Fortune 500 companies. Oversaw the entire digital campaign lifecycle from concepting, budgeting, client pitch, project management, design and front-end development, launch and analysis.

- Earned five industry awards including one CIMA Star and four AGDA

10/2007 - 01/2009

INTERACTIVE ART DIRECTOR

Aisle Rocket Studios - *Ad Agency*

Primary designer and front-end engineer across a variety of immersive digital branding campaigns. Primary client base focused on Fortune 500 companies, coordinating with client teams to ensure projects were delivered on time and budget, beyond the expectations of the client.

ACKNOWLEDGEMENTS / AWARDS / PUBLICATIONS

- **Adweek Project Isaac Awards** - *Panel Judge*
- **2017 DMN Awards** - *Panel Judge*
- **2016 IAB Mixx Awards** - *Screening Committee*
- **DMA** - 2017 - *Innovation Award*
- **DMN** - 2017 - *Ad Tech/Programmatic Award*
- **DMA** - 2016 - *Innovation Awards*
- **Patent** - *Batch Image Processing Tool* - Patent 9,916,602
- **Harvard Business Publishing** - *Leading During Strategic Growth*
- **Alumnus Andrew Lindsay's Work Wins Top Industry Awards** - <http://bit.ly/ecuad-1>
- **Grasshopper Wins Best Creative Innovation at the DMA Innovation Awards** - <http://bit.ly/ghop-1>
- **KEPLER SHINES AT DMA INNOVATION AWARDS** - <http://bit.ly/kepler-1>
- **IAB Continues to Make Mobile Work in 2016** - <http://bit.ly/iab-1>

EDUCATION

2006 - 2007

Cambridge School of Art, Anglia Ruskin University

MA - *Studio Arts focusing in Digital Print Media / Typographic Design*

2000 - 2004

Emily Carr University of Art and Design

BFA - *Studio Practice / Digital Media*