

Chris Britton

Fort Washington, PA 19034

Phone: 610.256.1145

Email: brittonjmu@gmail.com

Summary

Experience Design Director with 20+ years of cross-industry expertise spanning financial services, retail, pharmaceutical, healthcare, gaming, and education. Translates product strategy and UX vision into measurable organizational outcomes — guiding global teams from concept through delivery of complex, multi-touchpoint digital solutions. Known for building inclusive, high-trust relationships across stakeholders, clients, and cross-functional teams, with a track record of turning collaboration into impact. Comfortable operating at the altitude of design vision and diving into the work when it counts.

Skills

Experience Design & Strategy | Design Roadmapping | Product Design | Product Management | User Research | Usability Testing | Staff Leadership & Performance Management | Strategic Planning | Project Management | Design Thinking | Product Discovery & Definition | Workshop Facilitation | Interaction Design | Art Direction | Mentoring | Roadmap Prioritization & Management | Client Engagement and Management

Experience

2014 – Present

EPAM Continuum

Director, Experience Design

Directs and oversees Experience Design workstreams, providing leadership to cross-functional teams throughout the complete product lifecycle — encompassing strategy, roadmapping, research, ideation, product definition, design, and development. Mentors and develops a team of designers with a coaching mindset, cultivating an environment where people are empowered to grow, take ownership, and thrive.

Core Responsibilities:

- Lead client engagements across all phases while modeling and elevating quality standards, producing work that sets the benchmark for the broader design discipline.
- Orchestrate cross-disciplinary teams — aligning designers, product managers, engineers, business analysts, content strategists, and other disciplines to deliver cohesive outcomes
- Structure, plan, and manage Product and Experience Design workstreams, maximizing the impact of every client engagement.
- Shape proposals and estimates by aligning client expectations with tailored design activities and resourcing options
- Serve as the senior design leader on multi-year engagements, collaborating with global teams across the full spectrum of product disciplines
- Grow the design team's footprint on accounts through exceptional delivery and the development of meaningful, long-term client relationships
- Lead recruiting and hiring efforts for the design team, making staffing and project-level resourcing decisions to ensure the right talent is matched to the right engagement
- Define and track design success through metrics aligned to each client's specific goals — whether improving conversion, reducing friction, accelerating time-to-market, or increasing user satisfaction — ensuring design impact is measurable and tied to business outcomes
- Champion scalable design practices by positioning the right team members to deliver high-quality work and establishing standards — including Design Systems — that ensure consistency and long-term maintainability across large, complex organizations

2013 – April 2014

Lilly Pulitzer

Sr. UX Strategist

Senior member of the e-commerce team, responsible for designing the overall layout and end user experience for Lilly Pulitzer e-commerce, internet marketing, and mobile applications. Additionally, tasked with fostering site-wide advancements by utilizing emerging design trends and usability standards that would directly improve the overall brand image as well as conversion and sales goals.

Core Responsibilities:

- Led a fully responsive redesign effort for the Lilly Pulitzer website by collaborating with e-commerce team members, outside vendors, and executive management
- Created all wireframes for redesign effort and site upgrades
- Worked with the Manager of Digital Development to ensure alignment between design, development, and the e-commerce technology platform
- Had ownership of all usability testing initiatives, including recruitment and conducting all in-person testing sessions
- Produced reports and presentations providing in-depth analysis of all usability testing sessions that include findings and recommendations

2012 – 2013

Electronic Ink (acquired by LiquidHub in 2016)

Sr. Consultant, Design

A vital team member of product delivery, with key duties that included leading the development of design strategy by engaging in user research, design activities, and client communication. Directly responsible for the creation of information architecture documentation, wireframes, and dev-ready full-fidelity design deliverables. Additionally, managed the design interns, cultivating their professional growth.

2010 – 2012

The Garfield Group (acquired by BNO Inc in 2021)

Sr. Interactive Art Director

Senior creative team member, tasked with managing junior interactive designers and coordinated freelance talent for specific projects. Served as the key liaison between the creative and web development departments, ensuring smooth project execution. Responsibilities also encompassed high-level design strategy development for clients aiming to improve their web experiences. Regularly facilitated client and stakeholder meetings to align creative vision with project objectives. Worked closely with project managers and information architects and was a major contributor to the creation of all design deliverables.

2008 – 2010

TrueAction (acquired by eBay Enterprise in 2011)

Senior Designer

Lead designer on a wide variety of large-scale webstore launches and creator of cutting-edge design solutions that drove client revenue and brand experience. Major site launches included: MyFlavia.com, Aeropostale.com, Maurices.com, and SpiritHalloween.com. Also led design efforts for many clients that required creative site maintenance assets (i.e., weekly promotions, banner ads, rotating flash spots, etc). Some notable client engagements included: Ace Hardware, The Sports Authority, Modell's, NBA, NHL, NFL, MLB, Nascar, Pep Boys, Rockport, and Toys'R'Us.

Additional Roles:

LiquidHub, Inc – Creative Lead & Consultant (2006 – 2008)

QVC, Inc – Web Designer (2004 – 2006)

LiquidHub, Inc – Designer (2002 – 2004)

Education

James Madison University

Bachelor of Fine Arts, Graphic Design