

CHARLES CRAWFORD

Passionate 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 more customer-centric through solutions-based design thinking, integrating user-centered design practices, and building design teams that deliver experiences with measurable business impact.

EXPERIENCE

Openfit | Remote

SR. DIRECTOR OF PRODUCT DESIGN

MAY 2021 - PRESENT

- Head of UX and Design managing the Openfit product design team.
- Design team capabilities include: user research, UX/UI design, and production design support.
- Provide design oversight for both Growth & Commerce and Core Product experiences.
- Support design of user experience across all supported platforms, including: native mobile app, web app, smart TV (OTT) apps, connected bike app, and Apple Watch app.
- Led key design initiatives including: integration of live class experience to our connected bike; completely overhauled trainer app experience; merged MYXfitness and Openfit commerce sites.
- Improved research and testing cadence to become core to our product development process.
- Led content strategy efforts including the development of the platform's first voice & tone guide.
- Evolved design system to utilize component API based design approach.

Newrez LLC, WW, XILO | Remote

DESIGN LEADERSHIP CONSULTANT & ADVISOR

FEBRUARY 2021 - PRESENT: XILO

- Advisor to the CEO with areas of focus in product, design, and org structure.

MARCH 2021 - MAY 2021: WW (FORMERLY WEIGHT WATCHERS)

- Lead UX strategy consultant overseeing discovery to inform opportunities for digital experience.
- Led stakeholder interviews, technical audit, developing design principles, and journey map creation.

SEPTEMBER 2020 - FEBRUARY 2021: NEWREZ LLC

- Consultant to national mortgage lender undergoing rebranding and digital transformation efforts.
- Acted as fractional Chief Digital Officer (CDO) providing design strategy and leadership services.
- Partnered with CTO, CPO and CMO to define a digital strategy, roadmap, and implementation plan.

PADI Worldwide | Rancho Santa Margarita, CA

VP, PRODUCT DESIGN

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 3 to 15 designers including product designers, visual designers, 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.
- Evolved and modernized the UX for online dating platform JDate, allowing the company to deliver digital customer experiences aligned with its revised brand identity.
- Developed a digital content platform for A+E, extending its brand to reach a younger demographic.

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.

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