

Christopher M. Poynton
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Experience I am a lead UX/UI designer with over 10 years experience working on large scale products used by millions of people. I craft data-driven user experiences that seamlessly blend creativity with functionality, prioritizing both user needs and satisfaction.

Ahold Delhaize USA (Formerly Peapod Digital Labs) – Chicago, IL

12/20-Present User Experience Strategist (11/21 - Present)

UX Design Lead (12/20 - 11/21)

- Lead design initiatives for a unified platform that extends across multiple brands and complex systems.
- Manage full lifecycle projects from ideation through workshopping, design, testing, iteration, and live production; Build concepts based on industry analysis, data, user research, and UX best practices to meet both user and business goals.
- Develop new processes and frameworks to improve company efficiency cross-functionally, decreasing the the time for discovery and design by 50%.
- Drive digital strategy with a focus on measurable data and analytics plans, ADA requirements, and SEO across the platform.
- Create research briefs, build studies in UserZoom, run tests, and analyze results in collaboration with the research team.
- Completed AI in Product Design certification course.
- Mentor newer employees through onboarding and offering support in their transition.
- Foster growth, quality, and consistency of design experience across teams.

Orbit Media Studios – Chicago, IL

05/17-12/20 User Experience Designer

- Increase online revenue for Ryerson Metal Distribution by 3x (\$32m to \$100m) and conversion rate by 2x (1.5% to 3%) after leading website redesign.
- Lead redesign for Grieve Industrial Ovens, the one of the largest oven manufacturers in the world; Increased organic search by 263%, increased page views by 298%, decreased bounce rate by 37%, and improved conversation rate to 8%.
- Consult with clients and stakeholders to determine website audience and goals.
- Create realistic user personas and site-wide conversion guides.
- Build out detailed site architectures based off of user needs and SEO best practices.
- Design wireframes that show structure, layout, copy, and functionally specifications.
- Use data and analysis to assess site performance, and recommend improvements.
- Design and execute test plans for usability evaluation.
- Assist Creative Director with team management, and provide feedback and guidance on team projects.

Walgreens – Chicago, IL

09/16-05/17 User Experience Designer

- Create site architectures and application workflows.
- Wireframe and prototype key layouts, interactions, and functionality.
- Provide UI/UX strategy and direction for converting static web pages into mobile experiences.
- Work with researchers to conduct workshops, interview store managers, interpret data to drive project decisions, and user test concepts and ideas.
- Consult with designers on design related user experience direction, developers on application functionality, and business stakeholders on store device selection.
- Contributed to the planning and designing of a hand held device to be used in over 8,000 stores across the US.

Duo Consulting – Chicago, IL

05/15-09/16 User Experience Designer

- Consult with clients and stakeholders to determine website audience and goals.
- Interview users and customers to determine website wants and needs.
- Create realistic user personas.
- Build out detailed site architectures.
- Design wireframes that show structure, layout, copy, and functionally specifications.
- User test wireframes, designs, and site functionality to make sure the design works as planned.
- Consult with Design Team on design direction and elements.
- Perform quality assurance on final sites across multiple devices.

- Work with company and clients to conduct keyword research and create website SEO plans.
- Google Analytics and Google Adwords certified.

01/13-05/15 **The Usman Group** - Lake Forest, IL
UI/UX Consultant / Content Strategist / SEO Specialist

- Research user needs and company goals to make content and web strategy recommendations.
- Advise clients on SEO best practices through audits, keyword research, and on-page optimization.
- Create compelling web copy for users and search engines.
- Assist team with creating site architecture, user personas, wireframes, and designs.
- Perform quality assurance for multiple browsers and devices.
- Manage client SEO programs and PPC campaigns.

08/12-12/12 **Revenew** - Palatine, IL
Web Design Intern

- Create graphics, advertisements, and emails for major marketing campaigns.
- Uphold brand standards for major electronics manufacturers and retail stores.
- Code and test campaign emails.

Skills UI/UX Design, Digital Strategy, User Research, Usability Evaluation, User Flows, Customer Journey Mapping, Prototyping, Creating and Leading Workshops, Persona Development, Design Documentation, Data and Analytics, Competitive Analysis, Content Strategy, ADA Compliance, Figma, Sketch, Axure, Photoshop, Academic Research and Writing, Google Analytics, Hot Jar, UserZoom, HTML, CSS, Search Engine Optimization (SEO).

Education **DePaul University**
Masters of Science in Human Computer Interaction
June 2020 - Graduated With Distinction (GPA: 4.0/4.0)

The Illinois Institute of Art - Schaumburg
Associate of Applied Science in Web Design & Interactive Media
December 2012 - Graduated With Distinction (GPA: 4.0/4.0)

University of Illinois at Chicago (UIC)
Bachelor of Liberal Arts and Sciences
August 2009
Major: English – Creative Writing
Minor: History