

Tony Owens

Seasoned UX strategist, product & service design leader with 20+ years experience and a proven record of successful delivery in all aspects of product design — UX research, strategy, planning, architecture, concepting, prototyping, testing, product management, workshop facilitation, design thinking and digital transformation. Seeking new challenges at the convergence of UX research, product design, innovation and impact.

EXPERIENCE

Photon, New York, NY

SERVICE & UX DESIGN LEAD | May 2024 - Present

Consulting with Citi to define, integrate and scale service design operations across the global network.

- Map journeys and workflows across Citi's disconnected ecosystem for managing financial deals, which handles over \$2T transactions/year, to create a unified information architecture and define a conceptual UX vision for a more seamless, integrated deal management application for the future
- Create UX designs for complex financial workflows in Figma to drive user testing, iterative design and performance optimization of Citi's investment, corporate and commercial banking products

Dentsu Creative, New York, NY

DIRECTOR, EXPERIENCE STRATEGY & DESIGN | June 2016 - May 2021

MANAGER, EXPERIENCE STRATEGY & DESIGN | June 2014 - June 2016

LEAD, EXPERIENCE STRATEGY & DESIGN | September 2012 - June 2014

Partnered in successful delivery of innovative digital solutions through human-centered product & service design methods. Portfolio ranges from creative brand experiences to sophisticated digital products, with experience spanning healthcare, mobility, fintech, commerce and brand marketing.

- Led UX research, product and service design to create a SaaS fertility services platform, comprised of an integrated patient portal, electronic medical records and practice management system, that improved the patient journey while empowering providers to deliver better care — adopted by 130+ locations and 63,000+ patients, with 30% more patients benefiting from financial counseling support
- Orchestrated research, journey mapping, service blueprinting, concepting, prototyping and testing to enhance GM's Maven carsharing mobility solution, resulting in improved enrollment and reservation processes, innovative new mobile application features and a five-year strategic product roadmap
- Collaborated with cross-functional teams to design highly effective, immersive commerce, retail and marketing experiences for brands including Zildjian, Cisco, Intel, Shiseido, Marc Jacobs, The Radio City Rockettes and La Prairie's W3 award-winning Swiss Ice Crystals campaign, which drove 176% growth in social media followers and contributed to a substantial 28% increase in new product sales
- Architected financial products for MSCI, Fitch, Umpqua Bank, AllianceBernstein, D.E. Shaw, and Scottrade, crafting the product strategy, journey maps and conceptual UX design for Scottrade's pre-login and post-login experiences, facilitating 20+ workshops with 40+ stakeholders to grasp business needs, define goals, brainstorm features and deliver a roadmap for digital transformation

K Street Partners, New York, NY

SENIOR UX ARCHITECT & MANAGER | March 2010 - June 2012

Managed UX services for K Street Partners, a private-label digital strategy and UX consulting group that served agencies (Tribal DDB, Atmosphere BBDO) and brands seeking strategic UX leadership.

- Created the IA and UX design for WeRClassic.com, a branded editorial platform for Reebok that paired an innovative, responsive UI design with trendsetting video and written content, driving the brand's cultural resurgence and earning a One Show Merit Award for Branded Entertainment
- Architected and delivered creative, successful digital brand experiences and mobile applications for clients including Pfizer, Johnson & Johnson, Haleon, Equinox, Diageo, H&R Block and TXU Energy

EDUCATION

September 2022 - May 2023

University of Pennsylvania, School of Design + School of Social Policy & Practice:

Executive Program, Social Innovation Design (XSD), combining human-centered design thinking with strategic tools for social innovation

September 2000 - May 2002

New York University, Tisch School of the Arts, Institute of Emerging Media: Master of

Professional Studies, Interactive Telecommunications Program (ITP), exploring creative, meaningful applications of interactive media technology

September 1995 - May 1999

The College Of New Jersey, School of Humanities & Social Sciences: Bachelor of Arts with Honors, English Literature & Linguistics; Minors in Media & Communications, Philosophy

STRENGTHS

Deep expertise in UX, product design thinking and human-centered design methodologies

Extensive experience in UX strategy, user research, product design, service design, product design management, usability testing & Agile product delivery

Adept at cross-functional team collaboration, communication, interviews, workshops, data analysis, journey maps, concept definition, prototyping, planning, presentation and storytelling

EXPERIENCE continued.

Emerge Partners, New York, NY

ASSOCIATE DIRECTOR, EXPERIENCE STRATEGY & DESIGN | *March 2009 - March 2010*

LEAD USER EXPERIENCE ARCHITECT | *October 2007 - March 2009*

Led and delivered UX strategy, information architecture and interaction design for a boutique digital agency, partnering with brands to develop strategic ideas and creative solutions that drive results.

- Defined and documented interaction design of the Interactive Floor Plan and Collections Online for redesign of Guggenheim.org — 2009 Webby Award winner, Best Website for a Cultural Institution
- Planned and architected creative digital solutions, including marketing websites, mobile experiences, social campaigns, multimedia games and rich internet applications, to achieve business goals for brands including American Express, T-Mobile, Microsoft, Diageo, Honeywell and Related Rentals
- Shaped UX vision for successful new business proposals, and produced comprehensive UX design documentation to support project delivery, including research findings, personas, user journeys, site maps, process flows, wireframes, content audits, functional specifications and other key deliverables

American Museum of Natural History, New York, NY

DIGITAL PLANETARIUM SYSTEMS ENGINEER | *October 2003 - October 2007*

Devised and implemented technology solutions on the Digital Galaxy Project team at the American Museum of Natural History's Hayden Planetarium, which incorporated global astronomy datasets to create the most complete, accurate large-scale immersive 3D atlas of the Universe in existence. Integrated digital interactive museum exhibits throughout AMNH's Rose Center for Earth & Space.

- Integrated new technology for the planetarium's second 'Digital Refresh', upgrading the digital dome with HD video projection, spatial audio and advanced real-time astronomy visualization systems
- Provided technical advisement during production of digitally 3D-rendered astronomy shows for global syndication, credited in production of 'Cosmic Collisions' digital planetarium show (2006)

Freelance, New York, NY & Princeton, NJ

CREATIVE TECHNOLOGIST & UX ARCHITECT | *March 1999 - October 2003*

Established skills and ability to deliver innovative, successful digital products and technology solutions.

- **Full-stack Application Design & Development:** Architected and implemented dynamic financial and operational dashboards for a proptech SaaS startup using HTML, CSS, JavaScript, PHP and SQL
- **Web UX / UI Design:** Created information architecture, wireframes, UI design assets and HTML for ecommerce and educational content websites including Thomson.com, Petersons.com and ETS.org
- **Multimedia Development:** Produced rich application UIs for educational test preparation products
- **Media Arts Education:** Led instruction of digital video, audio and web production for NYU students

SKILLS & TOOLS

Human-Centered Design
UX Design Management
UX Design Leadership
Qualitative UX Research
CX / UX Strategy
Digital Product Design
Service Design
User Experience Design
Information Architecture

Heuristic Analysis
Usability Testing
User Interviews
Journey Mapping
Service Blueprinting
UX Concept Design
UI Interaction Design
Prototyping (Figma, Sketch)
Adobe Creative Suite

Workshop Facilitation
Design Sprint Facilitation
Design Thinking Methods
Inclusive & Ethical Design
Presentation & Storytelling
Agile Product Ownership
Project Scoping & Planning
Product Roadmapping
Strategic Planning

AWARDS

La Prairie's Swiss Ice Crystals campaign website: 2014 WMA WebAward, W3 Silver Award

Reebok WeRClassic.com: 2012 One Show Merit Award for Branded Entertainment

Guggenheim.org: 2009 Webby Award, Best Website for a Cultural Institution

CLIENTS

General Motors
Enterprise Mobility
IntegraMed Fertility
Zildjian Cymbals
Madison Square Garden
The Guggenheim Museum
United States Air Force
Johnson & Johnson
Pfizer
Alcon
Scottrade
American Express
AllianceBernstein
Fitch Solutions
Umpqua Bank
H&R Block
MSCI
Cisco
Intel
Reebok
Diageo
Shiseido
Honeywell
Related Rentals
TXU Energy
T-Mobile

SABBATICAL

Took sabbatical in May 2021 to recharge and upskill, completing Penn's Executive Certificate in Social Innovation Design.

CONTACT

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