Ray Killebrew

6354 Old Wood Hollow Way | Buford, Georgia 30518 | 678.640.6159
raykillebrew@gmail.com | www.raykillebrew.com | LinkedIn

A true product design "GSD" professional that produces meaningful experiences and revenue-generating results. Known for mentoring, maturing, and establishing teams, divisions, CoEs, and products/services. A progressive thinker that gets it done by embracing continuous **learning, adapting, sharing, and collaborating** – applying Design Thinking methodologies/LEAN startup best practices. Currently co-writing the 2022 Book of Knowledge for CXPA.org - Design, Innovation, and Implementation.

• Hands-on Leadership • Complex Problem Solving • Design Thinking, LEAN UX Facilitator and Coaching • Enterprise Design Systems, DesignOps, ResearchOps • CX, UX, HCD (Human-Centered Design), Advanced Design Frameworks, ADA (Inclusive Design and Accessibility), Mobile, Advanced Application and Product Design, and Content Strategy

Experience

2017 – Present Primerica, Inc – Head of Strategic Product Design - AVP Design, User Experience, and Design Thinking

Hired to mature and enhance product design for Digital Transformation efforts. Leading the Strategic Experience Design Practice vision and growth using Human-Centered Design/Design Thinking that has increased revenue, and consistency, delivering on positive results-driven OKRs. Recruited world-class User Experience Product Designers, User Researchers, Content and UI Developers - grow to 20 based on demand.

- Successfully launched improved client and agent digital platforms, Low-Code CRM (Pega), and external and internal applications. Increasing usage and engagement scores by 15%

- Established Design Systems, Design / Research Operations (DesOps), and ADA Inclusive Design governance. Reducing inconsistencies, inefficiencies, legal litigations, and increasing productivity for the enterprise. Improving development delivery by 30%.

- Established insights and research practice, including usability, user testing, and client insights; launched customer feedback management platform, Qualtrics. CXPA and CXForrester council leadership member

- Selected in the 2019 Primerica Strategic Leadership program for commitment to excellence.

2015 – 2017 SunTrust Bank – GVP Enterprise Digital and Payments: User Experience (UX) and Design Innovation Practice

Hired to establish the Enterprise Digital Experience Team. Lead digital user experience, and digital and mobile application practice with a focus on innovations across all channels and Lines of Business (LoB). UX / UI, product design, digital strategy, client insights, research, usability, creative strategy, and Internet of Things (IoT). Introduced and launched Design Thinking and Lean UX across the Bank. Developed a unique Digital Brand, and UX / UI Design standards/system.

- Led omnichannel B2C and B2B experiences, Internet and interactive solutions, content strategy, and mobile innovation. Improving App Store from 3 to 4-star ratings

- Launched digital accelerator program and led Design Thinking training partnering with Georgia Tech

- Led enterprise digital agency search and selection process

- Established Enterprise Digital Standards and Design System

2012 – 2015   The Reunion Group, Inc – EVP of Digital & Creative Strategy, Product Design

Hired as a start-up partner to establish and launch digital identity protection and membership loyalty platform – Identity and fraud protection product ALERT! and VIP membership rewards program with "Free shipping" service for major online retailers. Managed the user experience and product development: UI / UX, product management / experience design, data analytics, UI developers, usability, SEO / SEM, social media, and online media. Also established email-marketing capabilities and implemented an email service provider (ESP).

2003 – 2012   Equifax | B2C Personal Solutions – AVP of Experience Design (UX)

Hired to establish and manage an e-commerce user experience and product design team: creative design, UI / UX, information architecture, product innovation / experience design, data analytics, UI development, usability, SEO/SEM, social media, blog, and online media.

- Established first user experience team at Equifax; responsible for Equifax consumer product user experience, web analytics, usability, content strategy, and design media assets

- Led new product innovation from concept to launch – Lean design sessions with the stakeholders

- Collaborated with senior executives to create go-to-market interactive media strategies that are consistent with enterprise core business goals. Actively worked with affiliate partners to produce prudent integrated solutions – eBay, PayPal, SunTrust, Office Depot, **Primerica,** and Lending Tree

- Multiple Industry Design and US product patent (Score Watch)

- Equifax "Fast Track" executive leadership and mentoring program

- Chairman Awards for launching Equifax Blog and Social Media program

- Led order funnel conversion initiative – increasing conversion rates from 6% to 17%

2002 – 2003   MicroMass Communications, Inc. – Director of Creative Services (consulting)

Hired as the Director of Creative Services to work remotely in Atlanta, GA, and Hibrid in Cary, NC. An integrated behavioral science marketing agency. Created unique content and experience-driven engagement campaigns for Healthcare and Pharmaceutical brands.

- Managed the creative services division which included large editorial content and copywriters, user experience, interactive media, and design with P&L accountability

- Worked with sales and business development to create a one-voice program. Developed go-to-market internal brand strategy: marketing kits, brand position, proposal templates, service offerings, trade show graphics, and sales scripts which exceed revenue goals within one year.

- Established unique creative multiple media channels process: interactive media, content, direct response, e-mail, web, and print-based programs. Directed cross-platform; interactive, Internet programs, e-mail, and direct marketing campaigns.

- Enhanced proprietary behavioral tailored content platform, Rapport™.

2000 – 2002   Omnicom Group: Organic – Senior Regional Creative and Interactive Marketing Director

Global Interactive and Digital Consulting – Hire to lead, establish and launch Atlanta Office. Managed office architectural build-out of studio and office. Managed the creative and interactive marketing services division which included content, user experience, interactive media, motion, and design.

1995 – 2000   IBM Global Services – National Practice Executive Creative Director

Interactive Innovation Centers and e-business practice-led creative for global brands and organizations. Launched Innovation centers across the United States. Interactive media and e-business – led creative for global brands and organizations.

- IBM Best-Fest Chairman's award for outstanding achievements and client satisfaction (NYSE.com)

- Managed office architectural build-out of studios and recruited talent for National Innovation Centers

- Promoted to Director of Creative Services (ECD) on the National Practice in December

- Received numerous IBM achievement awards for successful projects and client satisfaction

Education

*Currently working on my CCXP Certification with CXPA.org

Adaptive Leadership Certification

IDEO Design Thinking Certification | System Design and Adaptive Leadership\

Emory University, Goizueta School of Business | Brand Marketing Institute Certification

IBM Professional Certification | Advanced Application and Software Design

Art Institute of Atlanta - Atlanta, Georgia - GPA 3.85 Visual Communications | Graduated with Honors and Recipient of the Tim Ritchie Memorial Scholarship

Additional Education and Training: Forrester CX Council, Pega SoftwareAcademy Platform Training, UGA Executive Leadership Program, Design Thinking / Lean UX, Project Management, Interactive Application Design, and Development Certified, LEAN and Kaizen Training, Axure and iRise prototyping training. PEGA Low Code and CRM platform training.

- US Patents: **Credit Score Tracking: Systems and methods for notifying a consumer of changes made to a credit report United States 7542993**

- **UBTS Global Think Tank Team - UX and Design Thinking**