STEPHEN **RAY** KILLEBREW

678-640-6159 | raykillebrew@gmail.com | linkedin.com/in/raykillebrew/ | www.precisedialogue.com |
www.raykillebrew.com

SVP, HEAD OF EXPERIENCE & DIGITAL STRATEGY
AI-Powered Innovation | Global Creative Leadership | Commercial Growth

Visionary Experience Executive with 20+ years of leadership in scaling creative organizations, integrating AI-driven workflows, and delivering commercial growth for global brands. Proven track record of orchestrating end-to-end digital journeys for elite clientele in Aviation and heavily regulated FinTech sectors. Expert in uniting creative strategy, UX/UI, and performance storytelling to drive revenue and operational efficiency. Adept at managing P&L, guiding global teams of 30+, and serving as a trusted C-suite partner in transforming digital ecosystems.

CORE COMPETENCIES

- **Experience Strategy:** End-to-End Journey Mapping, Omni-Channel UX, Service Design, CX Innovation.
- **Commercial Leadership:** P&L Management, Revenue Growth, Pipeline Development, CRO (Conversion Rate Optimization).
- **AI & Tech Integration:** Generative Design Workflows, Agentic AI Strategy, Large-Scale Design Systems.
- **Operational Rigor:** Agile/Lean Methodologies, Global Team Leadership, Governance & Compliance (ADA/NFA).

PROFESSIONAL EXPERIENCE

Gulfstream Aerospace | Manager of Digital Experience Design | Atlanta & Savannah, GA | Feb 2023 – Present

Recruited to revolutionize the digital and physical experience for the world's most elite aviation customers, bridging the gap between luxury service and cutting-edge technology.

- **End-to-End Luxury Journey:** Directed the vision and execution of a unified customer experience for Ultra-High-Net-Worth (UHNW) clientele, seamlessly integrating pre-flight digital touchpoints, in-flight environmental controls, and post-flight service design.
- **AI & Multimodal Strategy:** Pioneered an Immersive/Multimodal UX strategy, utilizing emerging tech to blend digital interfaces with physical cabin environments, setting a new industry standard for elite customer engagement.
- **Scalable Design Systems:** Built a complex, enterprise-grade design system to support the convergence of digital/physical products, ensuring brand excellence and reducing engineering overhead across the organization.
- **Cross-Functional Leadership:** Led collaboration across Engineering, Product, and Marketing to deliver a secure, high-performance platform compliant with rigorous aviation safety standards.

BrandRave.ai / Runday.ai| Executive Brand Consultant & Founder | Atlanta, GA & Remote

Serving as a strategic advisor on AI integration, helping organizations pivot toward AI-led creative roadmaps and operational efficiency.

- **AI-Led Roadmap:** Led creative vision and go-to-market messaging for AI productivity solutions, translating complex ML concepts into clear commercial positioning that drove rapid user adoption.
- **Operational Innovation:** Advised high-growth clients on integrating Generative AI into design operations, optimizing production workflows to increase speed-to-market and creative output volume.
- **Strategic Growth:** Managed deliverables from product strategy through detailed execution, identifying opportunities for clients to expand service capabilities through automation.

Primerica Financial Services | AVP of Strategic Design, UX and User Research | Duluth, GA | 2017 – 2022

Owned the UX P&L and strategy for enterprise-wide digital channels in a heavily regulated environment, focusing on conversion and compliance.

- **Digital Transformation:** Directed the end-to-end design strategy for the corporate ecosystem, ensuring ADA compliance and adherence to strict legal/financial regulations.
- **Delivery Excellence:** Established a scalable web design system and component library used across multiple sub-brands, significantly reducing development time and ensuring unified brand architecture.
- **Performance Storytelling:** Oversaw Voice of Customer (VoC) programs and usability testing, utilizing data insights to accelerate conversion paths and optimize the digital funnel.

SunTrust Bank (now Truist) | GVP, Enterprise UX Experience Design | Atlanta, GA | 2015 – 2017

- **Enterprise Scale:** Led experience strategy for complex, performance-focused banking and payment platforms, managing high-visibility digital transformations.
- **Governance & Security:** Partnered with IT Security and Engineering to establish rigorous UX governance, ensuring consistency and secure design protocols across critical infrastructure.
- **Innovation Culture:** Championed Design Thinking methodologies across the enterprise, fostering a culture of collaboration between creative, business, and technical stakeholders.

Reunion Group | SVP, Digital Design & Strategy | Atlanta, GA / Fort Lauderdale, FL | 2013 – 2015

- **Commercial Strategy:** Directed UX and digital marketing strategy across multiple sub-brands, managing external agency partners and ensuring all deliverables met aggressive growth targets.
- **Creative Operations:** Streamlined creative production workflows to ensure brand consistency and cost-effective delivery across mobile and web channels.

Equifax D2C Personal Solutions | AVP, Experience UX Design | Atlanta, GA | 2003 – 2013

- **Measurable Growth (CRO):** Drove a massive optimization initiative through A/B testing and data-driven design, increasing online order conversions from 6% to 17%.
- **Product Vision:** Transformed the Direct-to-Consumer (DTC) web ecosystem into a design-driven "digital front door," directly impacting revenue growth.

ADDITIONAL RELEVANT EXPERIENCE

Omnicom Group/Organic and Redsky – Sr. Regional Creative Director & Interactive Marketing
Directed **digital and interactive programs** for Fortune 500 clients, collaborating closely with **Engineering** teams to create intuitive GUI designs and custom applications across the web.

IBM Global Services – Executive Creative Director, National Practice
Directed design strategy and execution for interactive media and **web platforms** for global clients, establishing **best practices and methodologies** for large-scale digital deployments.

CERTIFICATIONS & RECOGNITION

- **Honors-Awards:** Future Leadership and Talent Program, Equifax Chairman's Award, IBM Best-Fest Award.
- **Certifications:** Six Sigma Yellow Belt | Lean, Kaizen Continuous Improvement Certification, Usertesting Certified Agency Program, IBM IT Interactive Specialist, IDEO Design Thinking | System Design & Adaptive Leadership Certification, LEAN & Kaizen Product Management Training, UGA Business School - Leadership and Management

- **Publications:** Forrester Research - Design Thinking and Accessibility Program, Communication Arts, GDUSA, CXPA Book of Knowledge.
- **Patents:** Systems and methods for notifying a consumer of changes made to a credit report.

EDUCATION

- Emory University - Goizueta Business School *Marketing/Branding Certification*
- Art Institute of Atlanta - BA - *Visual Communication*
- Nash Community College - *Architecture & General Studies*