ARTHUR MACMILLAN

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~ Driving customer-centric strategic initiatives that provide business value. ~

An accomplished, results-focused, and passionate leadership professional with 14+ years of diverse, transferable experience. Recognized for defining the strategic vision and advancing technology goals spanning multi-channel marketing, e-commerce, insurance, banking, and software as a service. Capable of understanding unique business and customer needs and developing targeted solutions that provide business value. Hands-on team leader and mentor with excellent communication, organization, problem-solving, and creative thinking skills.

AREAS OF EXPERTISE

Human Factors Certified (CUA) | Customer Experience Strategies | Design Thinking | Service Design
Strategic Planning | Product Management | Project Management | Agile/Scrum/Kanban Methods | Stakeholder
Management | Experience Optimization | Research and Analysis | User Experience | Information Architecture | Visual Design
Front-end Development | Team Leadership & Management

CAREER

State Farm – Atlanta, GA
April 2016 – Present

Digital Experience Architect

Spearhead key customer experience initiatives and provide strategic vision across multiple channels enabling opportunities to provide more effective products. Liaise between various business stakeholders driving customer-centric understanding through Design Thinking and Service Design methodologies that define customer needs and expectations, business value, goals and measurables.

- Lead CX strategies that assess Enterprise P&C modernization efforts and align product areas to ensure a seamless transition for the State Farm customer.
- Facilitate Design Thinking and Service Design workshops with stakeholders across multiple areas of the business.
- Develop customer personas, customer experience journey maps, storyboards and design concepts to provide strategic vision and influence product roadmaps.
- Responsible for scoping, detailing effort, defining resource allocation and leading execution across the entire design process including research, information architecture, content strategy, visual design, and usability testing.
- Utilize Agile and Scrum strategies across all UX functions to drive continuous process improvements.
- Recognized for exceptional leadership and partnership at high levels within the business helping to mature the customer-centered design practice by introducing the use of customer personas and journeys maps within State Farm Bank.
- Major accomplishments include State Farm Bank Personas, Mobile-Only Banking App Strategy, Vehicle Loan Application Modernization, Rewards Credit Card Application, Loyalty and Rewards Program, and P&C Modernization Experience Strategy.

Primerica, Inc. – Duluth, GA
Jan 2015 – April 2016

Senior User Experience Designer

Led a large user experience design initiative for a leading term life insurance and financial services company. Delivered strategic support to advance the company's user-centered design, development, and implementation efforts. Planned and managed the execution of a mobile training resource delivered to 1500+ corporate staff and 90K+ field sales reps.

- Organized, planned, documented and managed mobile user experience for the Communications department.

- Led a project that integrated with an IBM mobile content management software solution.
- Provided plans to measure user engagement, review and iteratively improve experiences.
- Introduced user research, face-to-face evaluations, surveys, person, journey maps and task analysis.
- Provided hands-on user experience design, wireframes, rapid prototyping, and usability testing.
- Document measurement plans, goals, KPIs, targets, segments and reports
- Recognized for advancing user experiences, Login Process, Navigation, Search, and Downloading Training

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MemberSuite Inc. – Atlanta, GA
Apr 2014 – Dec 2014

Director of User Experience

Tasked with developing the foundation of user-centered design for a SaaS startup solution company. Established user-centered research, study, and interview methods to identify usability concerns within the product and created a strategy for addressing and resolving any issues. Managed the design and execution of online marketing and conference materials.

- Designed a mobile-responsive update for Membersuite.com to boost company sales and marketing initiatives.
- Implemented Lean and Agile methodologies to stabilize products and drive additional improvements.

Imagers Inc. (Presentation Service Inc.) – Atlanta, GA
Aug 2012 – Apr 2014

Director of E-Commerce and User Interface Designer

Orchestrated the creation and implementation of the company's first B2C e-commerce experience. Managed the full product management cycle conception to sustainability. Directed and coached a team of web developers responsible for all web-based B2B and B2C applications. Led user-centered focus on e-commerce design efforts.

- Developed strategic direction for design, development, and execution of the e-commerce initiative.
- Generated requirements, identified supporting systems and processes, procured resources and aligned internal team members to the project.
- Successfully managed a comprehensive UX design process, including wireframes, visual designs, and prototypes.
- Managed a team of 3 direct reports responsible for the delivery of design specification and development.
- Directly collaborated with leadership to drive marketing strategy, launch plans, and revenue-generating efforts.
- Recognized for critical work in launching a new e-commerce design in just eight months and under budget.
- Enabled an increase in online sales from $5,000-$10,000 monthly to $30,000-$50,000.
- Launched a mobile responsive e-commerce website with 80+ products and thousands of potential configurations.

Ballard Designs (HSN Inc.) – Atlanta, GA
Aug 2005 – Aug 2012

Manager. Senior User Interface Designer, Front-end Developer

Manager & Senior User Interface Designer (Mar 2010 – Aug 2012)
Delivered key design support for user-driven implementations across the company's e-commerce platform. Managed visual design projects while simultaneously leading and mentoring a team of direct reports. Oversaw the design and implementation of marketing campaigns.

- Played an integral role in enabling the company to receive a 2010 and 2013 *Hot 100* e-commerce award.
- Successfully launched the flagship iPad app *Ballard Plus* with four iterations through 2012.
- Guided numerous additional IBM commerce and web content management integrations.

Web Designer & Front-end Developer (Aug 2005 – July 2008)
Advanced marketing and design initiatives for a leading multi-channel home furnishing retailer. Collaborated across the creative and marketing departments to set, guide, and continuously refine web design strategy to boost business footprint.

- Facilitated planning meetings to develop visual design and online marketing options, including 3D modeling.
- Utilized HTML, CSS, JavaScript, and ActionScript to enable ongoing front-end development.
- Recognized for work on key projects including ballarddesigns.com and ballardstylestudio.com.
- Played a critical role in growing email marketing by nearly 500K list numbers.

Curtis 1000 (Taylor Corp) – Atlanta, GA
July 2008 – March 2010

User Interface Designer and Front-end Developer

Provided multi-channel design and front-end development support to the e-biz marketing department of a large multi-channel marketing company offering numerous services and products. Deployed internal B2B technology solutions. Created and deployed strategies that ensured ongoing compliance with standards and utilization of industry best practices to enhance efforts.

- Oversaw the design and execution of multiple internal projects, including landing page design, email campaign development, and microsite design and execution.
- Led initial stakeholder meetings to gain client insights and ultimately develop targeted marketing support methods.
- Produced and updated multi-channel projects, including a successful translation of print brands into web format.
- Recognized for work on key projects, including CalCoast.edu and a large e-biz department web content project.
- Created multi-channel marketing strategies that enabled holistic customer experiences that supported acquisitions for various financial institutions and schools.

EDUCATION

Art Institute of Atlanta, Atlanta, GA
Bachelor of Fine Arts in Media Arts and Animation, 2002 - 2005

Human Factors International
Certified Usability Analyst

Emory University Continued Education, Atlanta, GA
Project Management Certification 2015 – 2016

PROCESS & TOOLS

Experience Strategy
Research | Analysis | Empathy Mapping | Persona Development | Customer Experience Journey Mapping | Service Blueprinting | Strategic Vision | Roadmap | Planning | User Stories | Taxonomy | User Flows | Task Analysis | Wireframes | Rapid Prototype | Design | Documentation

Design & Testing Tools
Adobe XD | Adobe Photoshop | Adobe Illustrator | Sketch | Axure | User Zoom | D-Scout | Google Analytics

Front-end Tools
HTML 5, CSS, Javascript/Jquery, Saas, LESS, AJAX, XML, Angular

Notable Solution Integrations
IBM Web Content Management, IBM Worklight | IBM Commerce | Magento e-commerce | IBM JAZZ

REFERENCES

The following references are all available to contact via email or phone. Also, please refer to www.linkedin.com/in/arthurmacmillan for more recommendations and additional feedback on my professional experience.

Karen Greenhill Mooney
V.P. Brand Management at Ballard Designs
Email: kgreenhill@ballarddesigns.net

Tom Lines
Owner at Imagers.inc
Email: tsl@imagers.com

Ruben Ramirez
Sr. Web Applications Developer at Curtis 1000
Phone: 678.485.7749
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Jason Reynolds
Senior Interactive Designer at Vonage
Phone: 678.200.4731
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Patricia Palermo
Copywriter at Ballard Designs
Phone: 404.219.8360
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Lorenzo Barr
Multimedia Design Engineer at Lockhead Martin
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