

Anthony Dempsey

Gahanna, OH | asdempsey@gmail.com | anthonydempsey.com

Creative leader with over 20 years of experience delivering user centric solutions for multi-channel, product delivery environments. Collaborative and curious, specializing in design thinking, experience strategy, process improvements, team building, management and leadership. Thrives in pressure situations, with a track record of building inclusive, resilient teams known to deliver innovative solutions that support organizational goals and priorities.

Professional Experience

Foreground | Atlanta, GA (remote)

Senior Manager, User Experience (Interim Director) | September 2021 - Present

Currently leading a team of strategists, researchers and designers supporting e-commerce and SaaS products. Foreground is a newly founded parent organization that recently acquired multiple products that support the photography industry. Originally hired to manage a UX team, my role expanded three weeks into my tenure when I assumed the role and responsibilities of the UX Director who left the organization. I have been leading the UX practice since October 2021. I am a key advisor to the executive team in establishing processes, providing strategic insights and clarifying the most important initiatives product teams should focus on.

In my short time, I was able to restructure the team, establish, repair and strengthen cross-functional partnerships and implement processes that stabilized confidence throughout the organization. My top priority was understanding the current state of the organization and products - implementing workshops and research sessions to establish service blueprints, user archetypes and qualitative insights triggered by quantitative data which gave the organization a clear view of top opportunities and priorities for the 2022 roadmap.

Key Achievements.

- “Quick win” evaluations led to an increase in conversion for a product that had seen a significant churn and bounce rates due to poor experiences that limited users’ abilities to use the product effectively
- Refocused research efforts to factor in business objectives which led to clarity around prioritization efforts and establishing a clear roadmap and path forward for 2022
- Improved team culture by implementing an inclusive approach focusing on strengths, actionable feedback and professional growth support
- Identified and defined user archetypes for key products and initiated an effort to centralize all relevant research findings
- Evaluated team tool needs and trimmed cost by 50% by reducing the number of tools being used and negotiating new license agreements at an organizational level

JPMorgan Chase & Co. | Westerville, OH
Vice President, User Experience | July 2018 - September 2021

Led Risk, Compliance, Controls in Corporate Technology experience teams that support products for over 250 thousand employees. Ensuring product teams leverage a user-centric approach in an agile delivery framework. I also led team operations efforts for Corporate Technology and worked with other user experience leaders throughout the organization to establish best practices, processes, and playbooks supporting experience teams and global modernization efforts.

Key Achievements.

- Played a key role in growing a team of 8 into a diverse, inclusive team of 50+
- Influenced leadership to create a design operations team supporting product and team operations
- Established processes focused on product delivery, stakeholder alignment, and modernization transformation efforts for Global and Corporate Technology
- Led workshops and training sessions to help educate product teams, executive sponsors and experience teams on design thinking and agile best practices
- Built extremely resilient, highly efficient, global teams remotely during the Covid pandemic with great success
- Established a psychologically safe culture by influencing executive leaders, educating managers and listening to team individuals

g2o (ICC Tech) | Columbus, OH
Senior UX Consultant | June 2017 - July 2018

Led UX initiatives for the Gap, Huntington, FedEx, and Dick's Sporting Goods. Products ranged from delivery tracking systems to personal banking products. I led the design and research portions for the Gap while embedded with their development teams. My primary focus was converting user insights into improved flows, UI and processes.

Self Employed | Columbus, OH
Consultant / Independent Contractor | December 2014 - June 2017

Worked contractually on various projects providing user experience, research, strategy, art direction, web design, web development, e-commerce solutions, custom content management development, production assistance and process improvements for a variety of businesses including Lane Bryant, Victoria's Secret, Mills James, Sudden Impact Marketing, Greencrest, Concentric, Weisenbach Recycled Products, Big Red Rooster, McGraw Hill Education and Spur Productions.

Tween Brands - 11/10 - 12/14

Art Director - Justice & Brothers®

Developed a small creative team to successfully launch Justice's "boys" brand, Brothers. Successfully executed and planned photoshoots capturing twice as much high-quality photography as the Justice shoots in half the amount of time while adhering to a tight 35k a day budget. Developed and maintained brand standards, templates, resources and processes. Designed stimulating store signage, packaging, in-store videos and digital assets based on user research and focus groups.

Partnered with the Visual, Merchandise, and Marketing departments to devise strategies that led to increased brand recognition and sales.

Key Achievements

- Successfully launched Brothers online to seamlessly integrate with the existing Justice website and shopping experience.
- Helped achieve the aggressive goal of launching brick and mortar experience a year ahead of schedule.
- Cultivated positive growth in junior designers and established solid partnerships with other departments that led to a promotion from a senior role to creative lead in a short amount of time due to strong work ethic, advanced creative skills, and productive management style.
- Evolved overall brand experience through competitive shopping and customer insight, transforming the original heritage brand into an edgier style that resonated more with the boy and the customer shopping for them.
- Contributed to increased sales through research done as an active member of the Brothers customer intimacy task force, a select group of associates that researched trends and presented discoveries quarterly to the company.
- Influenced changes to Justice's creative after a favorable Brothers review with the CEO. This led to increased responsibility and control over Justice's specialty signage and packaging in addition to all of Brothers creative.
- Recognized by the CEO with a Hearts of Fire award for my work in launching the Brothers brand. The award is given to select associates that go above and beyond daily duties to achieve greater business goals.

Additional Experience

Founder | Indie House, LLC | Columbus, Ohio

Art Director, Interactive Media | Origo Branding (Tommaso Inc.) | Columbus, Ohio

Interactive Designer, Art Director | Clary Communications | Columbus, Ohio

Core Competencies

Design Thinking, Strategy, User Experience, Customer Experience, Enterprise UX, User Interface Design, Information Architecture, Service Design, Design Operations, Agile Application Development, Research, Usability Testing, Technical Writing, Rapid Prototyping, Responsive Design, Management, Team Building, Mentoring and Leadership, Process & Continuous Improvement

Technical Proficiencies

Mac/Windows OS, Sketch, Figma, Lucidspark, Adobe XD, Principle, Axure RP, Zeplin, InVision, Miro, Asana, Airfocus, Adobe Creative Cloud, Microsoft Office, JIRA, CSS/XHTML, Bootstrap, PHP/MySQL, Angular, React

Education

Bachelor of Fine Arts in Advertising and Graphic Design, The Columbus College of Art & Design