



I'm Chris Spada, a UX leader with over 14 years of experience in human centered design. I strive to solve user problems by helping product teams focus on real problems and defining a measurable path to success. I am passionate about my family, technology, design and creating music.

## EXPERIENCE

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### Travelers

#### Director of User Experience

April 2019 — Current

- Providing leadership and direction across an agile release train comprised of 9 product teams, consisting of over 130+ employees.
- Leading an experience design team's effort across consumer, employee, and agent-facing enterprise omnichannel capabilities such as live chat, virtual assistant, SMS, secure messaging, interactive voice response, work force management and customer service applications.
  - Facilitated and contributed to the strategy to reduce the cost per live chat interaction by 30%.
  - Established a process for intake and delivery of design and research artifacts to ensure consistency, quality and velocity across the Omnichannel program.
  - Led product discovery efforts and strategy to expand the userbase of an internal customer service application to new lines of business with a focus on lean user experience principals to ensure value and market fit.
- Identified and empowered new opportunities across the design team to promote new skill development and performance.
- Led the product direction and positioning of the Travelers Developer's Portal; The first public open-source API repository for Travelers enabling collaboration and delivery of strategic partners digital initiatives.

#### User Experience Manager

July 2018 — April 2019

- Recruited, developed and mentored a team of designers ranging from Analyst to Product Design Leads.
- Supported the hardening and large-scale rollout of an enterprise wide customer service application to new user groups.
  - Collaborated with development teams to implement feature toggling mapped to the needs of the various user groups.
  - Supported the development and standardization of reusable API products.
- Assisted Omnichannel program leadership in establishing vision and outcomes of products.
- Contributed to role definition, goals, and measurements of the Digital Enablement XD team to drive team performance.

#### Senior Design Lead

May 2017 — July 2018

- Led major redesign effort for a service inquiry system focused on aggregating the life cycle of personal insured customers, triaging immediate needs, and anticipating next best action.
  - Solicited product vision and roadmap to executive leadership.
  - Translated product direction into a tangible action for a globally distributed team.
  - Ensured high standard delivery for team in a short work window.
- Developed and contributed atomic elements of the Travelers Design System in preparation for enterprise wide release.

#### CHRIS SPADA

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## LEGO

### Senior User Experience Designer / Researcher

October 2013 — May 2017

- Led a team of designers to create experiences in support of global campaigns.
- Contributed to digital strategy and global novelty campaign development.
- Worked closely with leads of IP marketing partners to ensure brand consistency, alignment with story canon and legal approvals.
- Instituted lean UX approaches to better ensure quality and priority amongst the design and development teams.
- Led user experience research efforts to inform and refine product design and direction.

## Adams & Knight, Inc

### Senior User Experience Designer

December 2010 — October 2013

- Lead designer of health-based iOS/ Android mobile applications.
- Implemented mobile-first approaches for design team before responsive web-design became industry standard.

*More positions available on request or through LinkedIn: [www.linkedin.com/in/chrisspada](http://www.linkedin.com/in/chrisspada)*

## EDUCATION, TRAINING, & CERTIFICATIONS

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### University of Hartford

BFA - Visual Communication Design

### Bentley University

UX Certification Program — In-Progress

### Scaled Agile, Inc.

Certified SAFe 4 Product Owner/Product Manager — Issued 2019

## EXTERNAL ORGANIZATIONS & SPEAKING

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### University of Hartford

Guest Lecturer, Service Design & Product Discovery Workshop

Senior Capstone Project Mentor

### Quinnipiac University

Portfolio Reviewer

## CLIENT EXPERIENCE

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| • Aflac         | • Philips Norelco    | • Pfizer    |
| • Timex         | • Motorola           | • Ferrari   |
| • Marc Ecko     | • Sun Life Financial | • Lucasfilm |
| • Rosetta Stone | • MARVEL             | • DC Comics |
| • Bic           | • Warner Brothers    |             |
| • Segway        | • Porsche            |             |
| • AOL           | • Nickelodeon        |             |