

Caitlyn Phillips

I focus on solving the right problems by poking at the “why”. My process involves synthesis of behavior science, data, and a bit of art. I believe in doing work that matters, in building safe spaces for teams to thrive, and in using the best technology available to make this world a better place.

Chief

Member

Pratt Institute

BA, Design & Visual Communications
AOS, Graphic Design & Illustration

HBS Online

Disruptive Strategy

IDEOU

Leading for Creativity
Design for Change

caitofspades@gmail.com

Prophet

Partner, Experience & Innovation
2021-present

Building and scaling experience strategy and product design globally. Selling and managing a \$20M portfolio of work helping define and enable strategic growth through new business moves and product creation. Define growth moves globally and regionally for the practice. Manage budget and revenue allocation. Responsible for defining and tracking KPIs across the craft areas. Lead commercial effectiveness and firm building.

Wunderman Thompson

Head of CX, NY + ATL
2020-2021

Executive leadership for NY & ATL offices. Grew NY as the center of excellence for human centered design. Established ATL as leaders in product design. Defined journey research as a practice. Built bridges across disciplines, offices, and teams. Grew practice leaders who excel at their craft. Created a safe space for the team to challenge expectations. Established deep cross-functional partnerships with tech, data, brand, and our clients so that we can create purpose driven work.

AWS

Experience Design Lead / QuickSight
2019-2020

Owned theming and consumption of data (multiple users across the service). Managed experience design teams horizontally across the product. Defined strategy for research across the product using various methods, including introducing design thinking workshops and envision sessions with customers and stakeholders. Developed and sold in primitives for our design system in 7 weeks allowing us to scale faster, and release theming at our annual re:Invent conference.

Experience Design Lead / Marketing Platforms
2018-2019

Set experience strategy and defined customer journey across AWS.Amazon.com.
Grew the design team from a production team into an agile product team.

IBM

Global Experience Design Director
2016-2018

**AKQA, F212, RAPP, McCann,
Agency Sacks, NSG/Swat**
Freelance Creative Lead
2013-2016

mcgarrybowen

Senior Creative Designer
2008–2013

**Pratt Institute,
Office of Publications**
Freelance Senior Designer
2007–2008

Graphic Designer
2003-2007

Pen & Ink Creative

Intern
2001-2005

MIA Records

Webmaster
1999-2000