



gary klein

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917 628 6017

Design & Prototyping

Figma, Sketch, Adobe CS, Adobe XD, iOS, Android, Material Design, Design Thinking Workshops and User Research

Design & Project Management

Jira, Confluence, Git, Mural, Miro, FigJam, BaseCamp, Design System Management, Agile and Lean Methods

Coding and Development

HTML5, CSS3, SCSS, javascript, React.js, jsx, GraphQL, PHP, responsive design, css and javascript animation, Low Code/ No Code/ Vibe Coding, AI agent creation

Outcome-driven, tech savvy, hands on UX and Product Design Director with 15+ years experience leading design, strategy and development teams launching effective, innovative web and mobile apps, SaaS and enterprise platforms, and digital marketing initiatives. Successes include conception, design and implementation of large-scale product, service and site rollouts, feature roadmap execution, mobile strategy, design systems implementation, design thinking, design ops and UX research methodologies, team building and leadership, product and business development.

Experience Design Director, Orion Innovation — Remote, 2022 to present

Major Engagements: Ernst & Young, KPMG

KPMG – UX Director for Audit Innovation team. Envisioned and led design on a new high profile client facing product to surface insights on Audit findings and promote awareness of KPMG's industry leading technology. Lead UX design over multiple AI driven products and tools.

EY – Led UX Design and Strategy on Fortune 100 client's Global Tax Platform across 20+ service teams. Developed UX Strategy and Research, design system, design ops procedures and best practices. Partnered in client and agency strategy to expand business capabilities and opportunities, evangelize modernization, promoted and developed design systems and AI capabilities and use cases..

User Experience Design Lead, Northwestern Mutual — Remote, 2021 to 2022

Led the UX Design team tackling the enterprise Field Rewards Modernization initiative. Explored new concepts, features, and flows to improve how 6+ thousand financial agents learn about, monitor, track, and set performance goals around compensation, taxes, rewards and bonuses.

Product Design & Strategy Lead, Momentum Design Lab — Remote, 2020 to 2021

Clients: Adobe, Toyota, First Horizon National Financial, Spendlabs

Designed and facilitated remote and virtual product discovery workshops and user research, led teams and delivered UX artifacts and briefs outlining transformational product thinking including high level product strategy, roadmaps, wireframes, prototypes, design systems and UI designs.

UX Design & Strategy Lead, opencrowd.com — New York 2019 to 2020

Clients: Rocket Docs, Credit Suisse, Obsidian Technologies, Avocado Systems

Defined and led user centered UX processes for a future defining Tech and Design agency. Projects include a B2B SaaS enterprise sales enablement platform, an IaaS platform for an emerging consumer market, and cybersecurity and financial regulatory control platforms.

UX Design & Strategy Consultant — New York and remote, 2018 to 2020

UX Designer, Pixacore / Invenio Digital Client: The Children's Place, Inc.

Developed and consulted on UX and UI for responsive e-commerce site, iOS and Android app relaunch as a multi-brand platform after acquisition of competitor Gymboree.

UX Design Technical Expert & Mentor, ADPList, Thinkful.com and Chegg

Acted as mentor, career guide and evaluator to online Product Design students.

Director of Product & UX, date.com — New York (remote), 2016 to 2018

Date.com was the flagship of a line of 2+ million member subscription dating and social brands.

Brought on board to re-platform and redefine the products, business models, user experience and brand vision for all parent company websites, apps and marketing efforts.

Introduced User Centered Design principles, systems and processes for research, strategy, product definition, design and front-end development. Led UX and front-end dev teams.

UX Director, Bucksense, Inc. — New York, 2014 to 2016

Bucksense, spun off from Acotel Interactive, is a programmatic advertising B2B SaaS platform.

Led product vision and definition workshops with stakeholders and experts from all disciplines. Developed UX architecture, design systems and process, brand voice and tone for this B2B product in an emerging, highly competitive industry.

Led local and remote UX, UI and front-end development teams in developing and launching the SaaS product and allied marketing efforts.

Creative Director, [Acotel Interactive](#) — New York, 2011 to 2016

Acotel Interactive produced engaging websites, iOS and Android apps, B2C and B2B products in social networking, gaming, education, music, telecom and adtech with yearly revenues over \$100m.

Led product conception and development from ideation to delivery. Produced UX and product workshops, prototypes, artifacts, design systems and documentation.

Staffed and mentored international creative and technical teams, allocated resources, defined timelines, sprints and deliverables.

Creative Director, [Flycell, Inc.](#) — New York, 2005 to 2011

Managed and mentored teams of designers and developers while cultivating an environment of sustained creativity and growth within an international leader in digital entertainment.

Established Flycell's dozens of best in industry web and mobile presences and successfully expanded the brand from its U.S. base into 30+ international markets.

Led creative development of marketing campaigns producing a single year acquisition of 9.5M subscribers worldwide

Led website and purchase process redesign resulting in 16% increase in user downloads and a 3% decrease in customer churn. AT&T and Accenture rated the new site "Best of Industry."

Principal, [garykleinstudio.com](#) — New York, 2001 to 2005

Provided full service UX/UI design, branding and development services. Educated clients on UX design and strategy best practices, usability, marketing, content development, and technology.

Clients include: **The New York Times Company**, Flycell Inc., The Cambridge Public Health Dept., Libra Securities and intellectConnect.com

Vice President / Creative Director, [original.com](#) — New York, 1997 to 2001

Creative lead of pioneering web design and internet strategy agency. Partnered in strategic decision making, client pitches, business development, staffing and budgeting. Clients included Fortune 500 companies, non-profits, small and medium businesses, media outlets and social networking sites.

Creative Director for **CBS Television Network's first digital agency**. The CBS TV network site ranked as the "most usable" network TV site in USA Today

Developed sites for other CBS properties including **The Late Show with David Letterman**, NCAA Basketball **March Madness**, Master's Golf, The Country Music Awards

Education

Master of Arts — New York University, New York

B.A. Architecture (with honors) — Columbia University, New York

Post-graduate studies — National Academy of Design, NY Academy of Art

Enterprise Design Thinking Practitioner Certificate, IBM

Adobe Experience Manager Business Practitioner Professional, Adobe

Google Analytics Advanced and IQ Certifications, Google Analytics Academy

<https://garykleinstudio.com> — portfolio, case studies and process

<https://www.linkedin.com/in/garyklein> — my LinkedIn profile



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