



who **Graeme Fordyce**
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occupation **User Experience**
aesthetic Minimal
passions Literature, Photography, Chess

skill areas User Experience, UX Research, Information Architecture, Product Ideation & Strategy, Design Thinking and Exploration, Mobile & Web Application User Interface Design, Creative Direction, Brand Marketing, Content Strategy, Lean/Agile

background High-tech Start-up, Corporate, Payments/Fintech, SEM, Local & Search, Entertainment, E-commerce

professional

Nov 2020 — Sept 2021

Rocket Mortgage (Quicken Loans)

VP, Design Research

Ran a team including UX Research, Information Architecture, and Native Mobile UX/UI. UX Research team conducted generative and evaluative research for multiple LOBs and pods, supporting Product Management and Design. Built the research team from a small crew of UX Strategists in the Design org and doubled it in size while pursuing a maturity model and scaling evolution plan. Information Architecture team supported all products in the B2C, B2B, Team Member, and platform space. Native Mobile team supported Rocket Mortgage consumer app on iOS and Android; redesigned the experience end-to-end. Mobile MAUs up 34% YoY, 15K new weekly installs (EQ2). Intent rose in refi and purchase acquisition 4% over web; unique monthly visitors at 450K, +5% (since 1/1/21). iOS 4.9 and Android 4.7.

Featured Panelist:

» [The Vision of Human Centered Design Across the FOC](#)

— [The Rock Creative Summit, April 14, 2021](#)

July 2018 — Nov 2020

Endava

VP, Catalyst Product & UX

Focused on product strategy, ideation, and management along with a UX perspective for the Catalyst team at Endava, an accelerated innovation group dedicated to connecting product, customer experience, and engineering phases of digital delivery from strategy through to execution. Client initiatives involved defining tenets of scalable CX practice and product methodology, including research, design, branding, and content strategy, and guiding enterprise design initiatives from inception to fruition in market. Industries included data, healthcare, management consultancy.

Publications:

» [The Four Pillars of Truly Digitised Organisations](#)

— [Endava, Inc. Business blog, April 3, 2020](#)

» [Platform Meets Product](#)

— [Endava, Inc. Business blog, August 13, 2019](#)

Oct 2016 — June 2018

QuanticMind

VP, User Experience & Design

Built and ran the new UX team in a startup focused on predictive advertising management software for paid search and social channels. Ran all UX for the core consumer app, a scalable platform for maximizing advertising performance for enterprises, and the company's internal app, a framework for customer account management. Led the unified UX process for a complete front-end framework upgrade delivered to customers in May 2018. Created a customer outreach program, a user research and satisfaction initiative, to interview existing users and discover desire paths for feature ideas/updates and usability improvements. Directed and designed product marketing design artifacts—customer and prospect communications, corporate landing pages, email initiatives, and print/electronic collateral. Editor-in-chief of internal content and communication.

Publications:

- » [QuanticMind Unveils New Interface for Search and Shopping Platform Powered by Machine Learning](#)
— [BusinessWire](#), May 2, 2018
- » [Introducing Our New UI](#)
— [QuanticMind, Inc. blog](#), May 2, 2018

July 2012 — May 2016

American Express

VP, Consumer Products & Services UED

- » [JD Power industry best-in-class mobile app, Credit Card Satisfaction Study, 2015](#)
- » [Genius Award Gold Medal Winner, 2014 \(System And Method For Providing A Micro Registry\)](#)
- » [Consumer Products & Services Diversity Champion Program, 2014 — 2015](#)
- » [President's Leadership Award \(Pinnacle Awards\), 2013](#)

Built the first core US business in-house design team that declaimed and defined the discipline and value of User Experience at American Express. Reframed the practice and process between Product, UED, and Engineering in building user-centered software. Ran a full-stack user-experience design team of information architects, visual/UI designers, and user researchers who worked on in-market mobile and web products servicing millions of Card Members. Directed/designed vertical products, prototypical innovation projects (cardless payment app, merchant/consumer local/loyalty app), and user testing methodology for the US Consumer Products & Services division. Team designed Use Points (>5B points redeemed) and Everyday Card interfaces. Created first truly native iOS and Android core mobile apps and universal tablet app. User base increased from 2.2M to over 4M, 93% lift in DAUs, 70% lift in MAUs, 109% lift in logins. Eight weeks featured on Apple App Store. Contributed across business units on content strategy, brand, and marketing.

Oct 2009 — June 2012

BOKU, Inc. (Paymo)

Creative Director, UED & Creative

Hands-on direction and design of visuals, user-interfaces, brand marketing, and editorial for top-tier global mobile payments start-up. Redesigned corporate web site; reconceived brand direction. Directed and designed iOS, Android, Mobile Web, and Web versions of new BOKU Accounts platform, redefining how to pay at POS. Updated/redesigned branding approach for marketing collateral, presentation templates, stationery. Designed and developed new consumer-oriented brand. Redesigned core product payment panel. Designed direct-to-bill mobile payment app for Android platform.

March 2008 — Oct 2009

at&t Interactive

Creative Director

» [Service Leader Award winner, April 2009](#)

» ["Business Transformer" profile, InterConnections newsletter, August 2009](#)

» [All-Stars Recognition Program, High Flyer Award, August 2009](#)

Creative Director for all consumer web and mobile applications serving over 52M monthly uniques, 1M local advertisers, and \$230M in advertising revenue per quarter. Launched native iPhone app v2, Android app v1, Palm Pre app, beta flagship web site. Director and lead design for three new brands, ATTi, yp.com, buzz.com, corporate IDs and web sites. Managed and directed team of designers and writers for web, mobile, marketing design, content strategy, R&D.

June 2007 — March 2008

Yellowpages.com

Design Director

Maintenance of flagship site supporting 500M+ ad revenue. Design for Apple iPhone deck and native app v1. New design for J2ME and WAP apps. Managed team of graphic designers, information architects, content strategists.

July 2003 — Feb 2007

The Walt Disney Company

Senior Designer

Disneyshopping.com, TWDC's e-commerce division. Designed daily home page marketing initiatives, landing pages, and email campaigns. UI guidance and front-end implementation for web site redesign. Led integration of Flash features into web site. Team brought 2006 email revenues up 74% from 9M LY to 16.5M and affiliate program up 25%. Moved traditional, catalog customer base over to online model. Point person on projects between IT, Creative, and Marketing.

Sept 2000 — March 2002

VA Linux Systems, e-Commerce

Creative Director

Directed design and implementation of enterprise-level professional services web sites based on open-source e-commerce solution. Teamed up with sales force on client outreach. Managed client design-expectations meetings, continuing client relationships.

volunteer

March — May 2020

WHO (World Health Organization) Covid-19 Information and Tools App

Product/UX Strategist

Contributing Product/UX strategy, Product ideation, UX guidance, and design QA for a distributed, self-organizing group of technologists, product managers, and designers who are creating the first version of a coronavirus awareness and educational app for the WHO.

July 2019

Tarjimly

Creative Advisor

Providing brand, creative, and copy writing counsel for a start-up whose mission is to improve the lives of refugees and the efficiency of humanitarian services by eliminating language barriers.

April 2013 — present

LocavoreLit LA (formerly Literature for Life), a program of Light Bringer Project

Branding/Design Consultant, Editorial Team

501(c)3 online literary journal, salon, and resource for educators designed to spark a life-long love of reading and writing. Created corporate ID. Produce print materials for events, announcements, literary works, and curricula. Review and edit submissions.

2006 — 2017

Pasadena Rugby Football Club

Webmaster

Web design and site maintenance for 501(c)3 athletic club and community organization comprised of Men, Women, Junior, and Youth teams.

institutions

May 1996

University of Southern California

Master of Professional Writing Program — MA Professional Writing

» [Academy of American Poets Prize, First Place, 1996](#)

» [Ed Moses Fiction Award, First Place, 1996](#)

» [Editorial Board, Southern California Anthology Volume XII, November 1994 — August 1995](#)

June 1993

University of California @ Santa Barbara

College of Creative Studies — BA Literature

» [Editorial Staff, Spectrum Literary Anthology Volume XXXV, October 1992 — June 1993](#)