CASEY HARPER

SR. ART DIRECTOR

ABOUT

Casey is a passionate human-centered design manager with 15+ years of experience dedicated to solving complex problems through creative solutions. She has a proven track record in crafting and implementing design that aligns with business objectives and enhances the user experience. She is as comfortable getting hands-on with design as she is leading and coaching others. Adept at identifying opportunities for cross-functional collaboration, mentoring, and celebrating team growth. Strong background in iOS, with a focus on design systems and accessibility.

EDUCATION

- **eCornell:** Performance Leadership
- **IDEO U:** Cultivating Creative Collaboration & Leading for Creativity
- **Colorado State University:** Bachelor of Fine Arts

SKILLS

- **Software:** Figma, Sketch, Adobe Creative Suite (InDesign, Photoshop, Illustrator), Principle, Keynote, Miro

- **Focus Areas:** Creative leadership, team management, people management, human factors, product design, design systems, design strategy, design ops, accessibility, iOS, iPadOS, web, Swift

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EXPERIENCE

CRITICAL MASS: SR. ART DIRECTOR
PRODUCT DESIGN, DESIGN SYSTEMS & DESIGN OPS, ONSITE @ APPLE

- Introduced design systems and methodologies across iOS, iPadOS, and web needs — including UI/UX design documentation, style guides, copy guidance, design libraries, and training documentation.

- Used by multiple teams, the introduction of the design system lead to significantly reduced project implementation time and streamlining project delivery.

- Trained several other design systems owners on how to create a large scale design system and created on-going mentorship channels for continued support and direction.

- Collaborate with UI/UX teams to identify common patterns for design system inclusion, incorporate user feedback, and encourage continuous product features improvement aimed at enhancing the user experience.

- Champion and advocate for design excellence with product, design, and engineering teams.

- Actively identifies and connects with various collaborators, resources, and teams across the ecosystem — resulting in building and maintaining relationships across various organizations, user experience consistency, team collaboration, and project efficiency.

- Initiated and lead monthly interdepartmental meetings between design design organizations to share theory, updates, features, and encourage increased cross-departmental synergy.

- Evangelize and advocate for best creative standards and practices across producers, strategy, copy, UX, design, and engineering.

- Build, evolve, and scale studio design practices.

- During each Launch, consulted with 60+ team members to review all creative deliverables for adherence to Apple's HIG and app-specific guidelines — contributing to nearly every major Retail product-level update from 2016 - 2023.

- Collaborated with cross-functional leadership to identify, plan, and implement design strategies that supported business objectives and enhanced user experience.

- Introduced ongoing design/dev syncs to optimize code and design efficiencies leading to reduced debt.

- Developed and facilitated regular and ongoing design workshops engineered to enhance learning opportunities, cross-channel collaboration, and improve design quality and workflows.

- Developed and facilitated an onboarding training to app design/design system/studio practices/WCAG for new designers, ADs, and CDs.

- Coordinated and facilitated the hiring process, including sourcing candidates, screening resumes, and conducting initial interviews.

- Manages and coaches both direct and indirect reports, fostering professional development through mentoring and strategic goal setting, while ensuring alignment with company goals and objectives. Be an advocate and champion for the team. a collaborative and open learning environment.

NIKE: SENIOR DESIGNER
DIGITAL PRODUCT CREATION & NIKE APPS

- Designed and developed digital app, web, and email experiences and design systems.

- Provided design and UX guidance and priority to design team members - including wireframes, user flows, and final design deliverables.

- Collaborated with cross-functional partners including leadership, business, and engineering teams to craft design strategy for user-centered design solutions across a multi-platform application ecosystem.

- Created executive presentations for partners and CEO.

RAZORFISH: SENIOR DESIGNER

- Created and executed digital experiences across a diverse range of projects. - including social media, in-store, rich media, and banner ads for multiple clients.

- Maintained a keen eye for detail and consistency throughout all design assets, adhering to quality standards and best practices.

- Collaborated closely with account managers and project stakeholders to translate client requirements into visually compelling design solutions that meet business goals.

- Participated in internal design critiques and peer reviews, offering constructive feedback to colleagues and contributing to a culture of continuous improvement.

- **AWARDS:** Gold Award, World Travel Awards, Tourism New Zealand Digital Advertising and Experience Campaigns

INTEL: DESIGN RESEARCHER
TIZEN OS

- Provided design systems research and strategy using multiple UX testing methodologies.

- Prepared concise executive summaries and delivered presentations outlining research findings and design strategies to senior leadership.

- Evangelized and advocated for design standards as well as inclusive and accessibility design practices.

- Collaborated with leadership, design, and engineering teams to solve business challenges through design opportunities.