



**Hi, I'm Will Stubbs. I increase net profit for my clients by creating designs that are built for reaching business objectives from the get-go.**

## SUMMARY

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With over 20 years in digital, my process is results-focused: I use UX research, A/B testing, and analytics to drive bottom-line revenue.

My approach is completely data-driven. Personal preferences and opinions are left at the door. Measuring real-world use is humbling, and analyzing this data has taught me that opinions do not produce significant ROI.

Earned my design chops as a video game production artist back when Duke Nukem was "ripping 'em a new one." I love games and solving puzzles. That's the way I view my job every day: it's a chance to roll up my sleeves and solve problems in the most creative, effective manner possible.

## ABOUT

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When I'm not working, I love spending time with my better-half Karisa and two children. I also enjoy wine, film, sports, games, and philosophy. I grew up in Southwest Georgia and have recently decided to learn the art of crafting the perfect chili.

## EDUCATION

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### **Northwestern University**

Philosophy  
2006 – Present

### **University of Georgia**

Psychology  
1998

## EXPERIENCE

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### **Creative Director, Designer**

Freelance  
Dec 2007 – Present | Chicago

Freelanced with Accenture, Critical Mass, and many others. Day-to-day responsibilities included: strategy, UX, creative, A/B testing, user testing, and optimization.

### **Managing Director, Creative Director**

United Future  
Sep 2014 – Mar 2016 | Los Angeles

Increased internal net profits from 20% to 48% while performing all business administration, including P&L responsibility.

Instituted granular, precise long-range project forecasting, reduced development costs 75% by offshoring production, and spearheaded an internal culture of optimization and testing.

Generated a 410% average lift in conversions for ecommerce clients.

### **Creative Director**

Razorfish  
Feb 2010 – Apr 2013 | Chicago

Oversaw creative teams on BlackBerry and Kraft. Charged with creating world-class ideas for global brands. Responsibilities included creating, presenting, and selling ideas.

### **Creative Director, Art Director**

FCB  
Mar 2000 – Sep 2007 | Chicago

## SKILLS

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P&L Responsibility  
Project Management  
Strategy  
UX  
Creative  
A/B Testing  
User Testing  
Optimization  
Development Oversight  
Analytics  
Staffing

## AWARDS

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Addy  
Adobe Site of the Day  
Caples International  
Chicago Creative Club  
FWA  
Tempo  
W<sup>3</sup>  
Webby

## CONTACT

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