

I'm a creative leader and user experience strategist.

As veteran creative leader, I've built teams to deliver industry-leading digital initiatives for brands of all shape and size. With a focus on strategy, research and user experience, I enjoy blending the art of design with the science of marketing to create emotionally compelling stories that make people feel and act.

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, persuasive manner possible.

In 2014, I shifted my attention to ecommerce user experience. Since then, I've been leading design teams to greatness. And with that has come growth. Revenue growth. Business growth. People growth.

When I'm not working, I love spending time with my better half Karisa and two young children: Michael and Alisa. I also like sports, wine and film. I grew up in Southwest Georgia and recently decided to learn how to make authentic chili. No beans in sight.

Education

Northwestern University

Philosophy
2006 – 2007

University of Georgia

Psychology
1995 – 1998

Specialties

Understanding consumer needs
Making good ideas better
Mentoring/coaching creative talent
Researching everything (yes, everything)
Designing stuff that gets results

Will Stubbs
Creative Leader : UX Strategist

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Experience

VP, Head of Design

Parallel
Jul 2019 – Jun 2020

Led the charge creating world-class cannabis brands with ecommerce sites to match. Responsible for managing many creative folks and agency partners.

User Experience Director

Accenture
Jun 2017 – Jun 2020

Directed a multidisciplinary team; crafted internal and B2B digital experiences.

Managing Director

United Future
Nov 2014 – Aug 2016

Held full P&L responsibility for \$5 million in agency accounts. Oversaw strategy, UX, creative, production, A/B testing, research, staffing and project management. Reduced development costs 75% by offshoring production. Instituted precise, long-range project forecasting. Spearheaded strategies that established an internal culture of optimization and testing. Generated a ~410% increase in conversion rates across ecommerce brands.

Creative Director

Razorfish
Feb 2010 – Apr 2013

Creative Director

FCB
Mar 2000 – Sep 2007

Associate Creative Director

Critical Mass
Sep 2008 – Feb 2010

Designer

Averick
Jun 1998 – Mar 2000

Select clients

ADA, ADM, BlackBerry, Blue Cross Blue Shield, Boeing, Bose, Circuit City, Coke, Everlast, Nestlé, Nutri-Grain, Diners Club, eOne, Fairmont, Home Depot, KFC, Kraft, Moen, Motorola, Nexxus, State Farm, Sony, Swanson, Verizon