

Christian Linsey

Design Leader

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I am an empathetic design leader with focus on developing teams and articulating vision into tangible outcomes. I have worked in small startups, design agencies, and large corporations, through multiple acquisitions and mergers. I am passionate about creating supportive environments where people can be creative, develop their craft, and grow professionally.

Accomplishments

- Led visual design practice for pioneering user experience and design consultancy with a strong client roster across multiple domains, including: healthcare, ecommerce, education, and technology.
 - Served on the leadership team to support the cultural and practice integration of cross-functional design teams following two sequential acquisitions.
 - Successfully launched and maintained practice development program including coordination of discipline skill development and project sharing sessions
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Work Experience

2017-
present

Design Director – Designit

Account and creative lead on complex client engagements; career manage and mentor practitioners across multiple disciplines (digital design, interaction design, research, brand and service design); craft proposals and deliver pitches; facilitate workshops and design thinking training for clients and internally; coordinate practice development in North America.

ACHIEVEMENTS:

- Launched a new brand (stockd) yielding \$20M in new e-commerce business for Premier Healthcare
- Develop design systems and work with Wipro, client, and Designit development teams
- Actively participated in strategic design sales and project pitches and development of engagement proposals including approach, staffing and deliverables.

NOTEWORTHY CLIENTS: Diligent, Premier, Mastercard, Kindred at Home, GSK, BD, Novant Health, Refoundry, ChartHop, Center for NYC Neighborhoods

2014-2017

Director of Visual Design – Cooper

Headed visual design & branding practice; oversaw and directed projects; developed and advanced sharing across practices; managed a team of visual designers; delivered brand and visual design artifacts that effectively and creatively met client needs; facilitated workshops; overhauled and maintained Cooper brand from a visual and editorial perspective.

ACHIEVEMENTS:

- Delivered Cooper Professional Education in-house and public trainings (Leading Creative Ideation, Intro to Design Thinking, Service Design Immersive, Brand Experience Workshop)
- Key contributor to the rebranding of Cooper, facilitating workshops across company to help define, activate, and maintain new brand
- Created thought leadership content via blog articles, talks, videos

NOTEWORTHY CLIENTS: Jefferson Health, AARP, Kohls, Verizon, Wrinkl, QA Symphony, BMC Software, Sparta Science, Verizon

2008-2014

Creative Director – Catalyst Group

Collaborated with researchers, designers, developers to define brand, visual language systems, style guides, for internal and client user experience projects.

NOTEWORTHY CLIENTS: Redbox, Accuweather, The College Board, NYPost, WeightWatchers, Lehigh Valley Health Network, Hearst, Optimum, Vonage

2007-2008

Web Designer – Latina Media Ventures

Guided cross-functional team to redesign and launch the new latina.com; designed page templates, managed production of HTML pages and content; developed art direction for co-branded editorial, and advertisements.

2007-
present

Principal – Matheson Press Creative Services

Founded creative studio to deliver graphic design, photography, digital brand design for small business, startups, artists, and musicians.

NOTEWORTHY CLIENTS: Kelli Scarr, Teuscher Chocolates, Wolter's Bakery, RaaDiGi Salon, Room 17, Silence Breaks, Brilliantly, Syd Glasser, Howard T. Cash Photography

2006-2007

Art Director – RichDJ Web Services

Established creative direction, visual design, and HTML for e-commerce and small business marketing websites.

2004-2006

Admin Assistant – Community Resource Center for the Developmentally Disabled

Supported Executive Directors with fiscal responsibilities; backed up accounting staff, managed small computer network; developed digital inventory system.

Education

2004

Bachelors of Arts, Binghamton University