



# Chris Nappi

Senior UX Designer  
@ Think Company

I am a Senior User Experience Designer with a focus on visual design, having spent 11 years cultivating my powers and harnessing my true strength. My origin story began when I graduated from Arcadia University in 2010 with a BFA in Graphic Design.

## ★ IDENTITY ★

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## ★ POWERS ★

- Visual Design
  - ● ● ● ● ● ●
- Prototyping
  - ● ● ● ● ● ●
- Design systems
  - ● ● ● ● ● ○
- Consulting
  - ● ● ● ● ● ○
- UX Research
  - ● ● ● ● ○ ○
- Information Architecture
  - ● ● ● ● ○ ○
- Whistling
  - ○ ○ ○ ○ ○ ○

## ★ UTILITY BELT ★

- Figma
  - ● ● ● ● ● ●
- Sketch
  - ● ● ● ● ● ●
- Abstract
  - ● ● ● ● ● ●
- Invision
  - ● ● ● ● ● ●
- Flinto
  - ● ● ● ● ○ ○
- After Effects
  - ● ● ● ● ○ ○
- MS Paint
  - ○ ○ ○ ○ ○ ○

## ★ BACK STORY ★

### Think Company

Senior Experience Designer: 2020—present  
Experience Designer: 2018—2020

In June 2018, I started working at Think Company: a small but mighty, award-winning design consultancy specializing in UX design. I was promoted to senior experience designer in January 2020. During my tenure at Think, I have had ample opportunities to strengthen my powers as I worked on a variety of projects. Most notably, I helped build an extensive design system for a major B2B pharmaceutical distribution platform and established rules for company brand cohesion. I also assisted in internal redesign efforts at Think, and personally developed and documented an elaborate kit of interchangeable illustrations, allowing for customization by anyone at the company.

For the past 2+ years, I've been a product designer on a small UX team responsible for building and maintaining an incredibly complex, enterprise-level SD-WAN product for a major telecom company. This project has helped push my design expertise to new heights, requiring me to account for multiple break-points for both the desktop experience and native mobile app, which operates on iOS and Android devices. I have also taken a leadership role focused on establishing a UI kit for the company's entire product suite, guiding a team of design ambassadors across all products, in contribution to the development of an overarching, company-wide design system that will span a multitude of teams across several departments.

### Publicis Sapient

UX Designer: 2017—2018

In June 2017, I joined the UX team during the concepting phase of Sapient's ambitious goal to rebrand, redesign, and rearchitect the Comcast Business digital marketing and shop experiences. It was here that I matured and refined my end-to-end UX design knowledge, with a focus on visual design and branding. These efforts resulted in brand new marketing & shop experiences, an intricate brand expression guide, and a comprehensive style guide that was distributed company-wide.

### Freelance

Graphic, Digital, & UX Designer: 2010—present

Over the years, I've worked with small businesses, at agencies, and in-house at companies of various sizes. My roles have included website/UI/UX design, branding/identity development, digital marketing, and data visualization for companies like PetSmart, Harte Hanks, DataArts, Alphabroder, Cigna, BLTarchitects, Finelife Media, Spark Creative, and HP, to name a few. I have adapted to diverse, fast-paced environments, all with unique strategies, techniques, and communication methods.

### Pre-Christory

Feminist Apparel - Creative Director: 2013—2016

I worked part-time for 2 years at a friend's social-equality focused, eCommerce start-up. Eventually, I left Five Below to join full-time in 2015. During my year working full-time, I managed every realm of the business, including production, marketing, website design/maintenance, and customer service, with an eventual focus on UX and brand development.

Five Below - Digital Content Developer: 2013—2015

Originally hired to design email campaigns and website banners, within 7 months, I fully owned the digital content development process, including numerous seasonal stop-motion video campaigns that generated millions of views across social media platforms. I also helped pave the way for their shift into eCommerce.

## ★ ADVOCATES ★

#### Felix Toussaint

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