

Phil Winfield | UX, Design, & art direction

Currently the UX and design lead at a digital agency in San Francisco, leading the team throughout the core project phases of design strategy, user experience, visual design, art direction, and front end design.

San Francisco, CA
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MFA in Graphic Design
Louisiana State University, Baton Rouge, LA
2011

Professional experience

Architect/Golin

Lead Designer 2012 – 2014 / Design Director 2014 – Present, San Francisco, California
Digital agency designing and building websites, apps, bots, identities and more

- UX, Design and creative team lead. Ownership of the design process, from strategy and creative to implementation
- Guide new business meetings and project kick off sessions in order to align design strategies with business goals. Responsible for project time lines, costs, coordinating with vendors, and project delivery
- Led collaboration with project management, account, and content teams to define project briefs, delegate design tasks and assignments, and deliver best-in-class work on time and on budget
- Foster a user-centered design approach: participate in as well as lead user and stakeholder interviews, user research and user testing. Garner insights from analytics which help inform design decisions
- Inspire a workflow that collapses the waterfall paradigm between designer and developer. Engender the designer as front end collaborator working in conjunction with developers, allowing clients to view content faster and within the context of the final medium
- Encourage design team to innovate and enrich the user experience, push creative boundaries, and implement new and exciting technologies when appropriate. Guide project critiques and assert direction to ensure the highest quality output
- Engage with clients to fully understand their business needs, their audiences, and how the project works toward achieving strategic objectives. Lead and assist client presentations throughout the duration of the project
- Mentor, motivate, and guide junior designers to develop their work and career

Kinobi

Design lead March – November 2012, New Orleans, Louisiana

Online platform for people to learn from instructional videos, implementing Microsoft Kinect for real time feedback. Kinobi exhibited at the TechCrunch Disrupt events in New York and San Francisco.

Creation of visual identity and broader visual system. Applied visual system to web, mobile, print, and marketing properties. Led the core UX objectives, testing, and front end development

GDSO

Graphic designer and art director 2008 – 2011, Baton Rouge, Louisiana

Design studio on LSU campus offering print and screen media services for campus and external clients.

- Work alongside Senior Art Director
- Art direction and project management for junior level designers through ideation, development, production and deployment phases
- Direct communications with vendors during pre-press and proof checks
- Negotiated project outcomes to achieve client goals and deliverables

Freelance design

'07 – Present

Projects include visual identities, promotions and publications, installations, and web design. Individual and collaborative projects, often facilitating a cross-disciplinary workspace.

Teaching experience

Loyola University

Adjunct Graphic Design instructor 2011 – 2012, New Orleans, Louisiana

Courses included Introduction to Graphic Design and Intermediate and Advanced Typography

Louisiana state University

Adjunct Graphic Design instructor 2011 – 2012, Baton Rouge, Louisiana

Freshman to senior courses in Graphic Design, including: Graphic Design History, Web and Interactive Media Design, Beginning, Intermediate and Advanced Typography, and Digital Art one

University of Southern Mississippi

One year, full-time teaching Fellowship 2009, Hattiesburg, Mississippi

Taught freshman to senior graphic design courses including: Basic Design, Graphic Design History, Beginning, Intermediate and Advanced Typography, and co-taught the senior thesis class

Capabilities

- User research & testing
- Prototyping
- Designing responsively
- HTML and CSS
- Adobe Creative Suite, Sketch & Invision
- Design mentoring
- Design strategy & design thinking

Design Philosophy

- Users first & mobile first
- Design responsively
- Make it accessible
- Make it performant
- Content drives design
- Design in the medium of delivery
- Design components not pages
- Collaboration makes for stronger solutions