

# Dan Northington

Atlanta, GA | 404-268-4002 | [dan.northington@gmail.com](mailto:dan.northington@gmail.com) | [linkedin.com/in/northington](https://www.linkedin.com/in/northington)

## Product Design & Digital Experience Executive

Visionary design leader with 20+ years of experience developing comprehensive design strategies that drive innovation and business growth. Proven track record of building and leading high-performing design teams to deliver exceptional digital experiences that significantly impact business outcomes. Expert in establishing design systems, implementing emerging technologies, and guiding digital transformation initiatives that align user needs with strategic business objectives.

## Core Competencies

- Product Design Leadership
- Design Strategy Development
- Digital Transformation
- Design Systems Architecture
- User Research & Analytics
- Data-Driven Decision Making
- Cross-Functional Collaboration
- Agile/Lean UX Methodologies
- Innovation Management
- Design Standards & Governance
- Emerging Technology Integration
- Team Mentorship & Development

## Professional Experience

Cricket Wireless (AT&T Subsidiary), Atlanta, GA

**Director of Product Design & User Experience** | October 2012 - July 2024

Led comprehensive product design strategy and managed a team of 16 (9 designers and 7 content strategists) across 10 scrum teams, responsible for all digital experiences including web, mobile apps, and internal platforms. Established design vision and standards while driving business impact through user-centered design approaches.

**Strategic Impact & Leadership:**

- Developed and implemented comprehensive design strategy aligning with business goals, resulting in digital becoming the highest-value channel with 20% YoY increase in customer lifetime value.
- Transformed digital organization from waterfall to agile methodologies, establishing new design processes, governance, and collaboration models that increased team productivity by 40%.
- Established and governed enterprise-wide design system, migrating from Sketch to Figma and implementing component libraries that reduced design-to-development time by 35%.
- Championed data-driven design culture, implementing robust testing methodologies that informed strategic design decisions across the organization.

### **Business Transformation & Innovation:**

- Reversed declining digital acquisition trend by reimagining customer journeys, resulting in 70% increase in YoY new customer acquisitions and 67% growth in channel share.
- Conceptualized and led development of innovative "tryCricket" application, generating 130K trials and 19K new customers through a frictionless trial experience.
- Implemented GenAI capabilities into customer service platforms, increasing chatbot containment rate by 15% and delivering \$700K in annual cost savings.
- Developed comprehensive service journey strategy and redesigned self-service experiences, resulting in \$200K annualized savings and improved customer satisfaction scores.
- Reversed negative organic search trend from -42% to +21% YoY growth through strategic redesign of content architecture and user experience.

### **Design Leadership & Team Development:**

- Built and mentored diverse design team, creating career development paths that resulted in 85% retention rate and 60% internal promotion rate.
- Established cross-functional design thinking workshop program, training 200+ employees and embedding user-centered design methodologies across the organization.
- Led design process from concept development to final delivery, overseeing creation of wireframes, prototypes, and high-fidelity designs across all products.
- Created design maturity model to measure and communicate progress in design capability advancement across the enterprise.

## **AT&T Mobility, Atlanta, GA**

### **Senior Manager, Design Strategy & Operations | March 2004 - October 2012**

Progressively responsible roles leading design strategy, content development, and digital communications for AT&T's digital and retail channels.

- Led UX strategy and redesign for internal knowledge management platform used by 120K frontline employees, winning Nielsen Norman Group 2013 Intranet Design Annual Award.
- Developed Frontline Focus communications program for 5,000 retail stores, improving operational efficiency and sales effectiveness through improved information design.
- Reimagined e-commerce experience and content strategy, resulting in 800% increase in year-over-year online sales for consumer website.
- Led user experience design for mission-critical tool used to process millions of customer account migrations during AT&T Wireless merger.

## Technical Leadership & Proficiencies

**Design & Prototyping:** Figma (expert), Adobe Creative Suite, Sketch, Axure, InVision, Principle

**User Research & Analytics:** FullStory, Google Analytics, Mixpanel, Hotjar, UserTesting, Verint

**Product & Project Management:** Optimizely, JIRA, Confluence, Azure DevOps, Workfront

**CMS & Development:** Adobe Experience Manager, Headless CMS, OpenText, API-first design

**AI & Advanced Technology:** GenAI implementation, LLM integration, Conversational UI design

**Multi-platform Expertise:** Responsive web, native mobile apps, progressive web apps

## Leadership Certifications & Education

- BS, Communications - Interactive Media Studies, Kennesaw State University
- Professional Agile Leadership (PAL I), Scrum.org
- Professional Scrum with User Experience (PSU I), Scrum.org
- Professional Scrum Master (PSM I), Scrum.org
- Professional Scrum Product Owner (PSPO I), Scrum.org

## Awards & Recognition

- 12 J.D. Power Awards for Purchase Experience and Customer Care
- Nielsen Norman Group 2013 Intranet Design Annual Winner
- Multiple digital industry awards (W3, Communicator, Davey)
- AT&T Summit Award for contribution to the launch of Aio Wireless brand