



Todd Routson

Design Leader • UX / UI Design

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ABOUT

Design leader with over **18 years of experience developing teams** and creating experiences that delight partners and customers. Expertise in **design thinking, team and stakeholder management, user experience** and **product design**. Experienced in serving clients in the **financial** and **retail spaces** in multiple languages and geographies.

EXPERIENCE

Fannie Mae // 2016 – present // Herndon, VA

Design Manager – Customer Experience Design (CXD)

Customer Experience Design leader, providing customer-centric design thinking solutions to housing and financial digital products across multiple portfolios at Fannie Mae.

- **PRODUCT DESIGN:** Lead product designer on multiple digital products. Assisted in design related to Fannie Mae's COVID-19 response for servicer customers.
- **TEAM LEADERSHIP:** Create an environment where designers are engaged and given opportunities to do their best work.
- **UX DESIGN & RESEARCH:** Develop customer engagement protocols and conduct user interviews/usability studies. Create mock-ups, user flows and prototypes. Create value through research-driven design.
- **STAKEHOLDER MANAGEMENT:** Establish and manage relationships with key stakeholders within the organization. Gain trust through innovative solutions to long-standing customer needs.
- **DESIGN THINKING EVANGELIST:** Educate the organization on design thinking techniques and customer-centric design best practices.

Creative Channel Services // 2000 – 2016 // Los Angeles, CA

Senior Manager, Creative Services

Oversaw team of designers tasked with creation of retail sales training for a wide range of consumer electronics clients and retailers.

- **UX DESIGN:** Worked with Product Managers and Engineers to create wireframes and User Flows for features within CyberScholar LMS platform, including a user points program and employee purchase portal.
- **DESIGN LEADERSHIP:** Design lead overseeing responsive websites for product marketing campaigns and retail e-learning for a variety of top consumer electronics brands.
- **QUALITY ASSURANCE:** Ensured branding guidelines & standards for upwards of 100 brands were accurately represented within the CyberScholar platform.
- **CLIENT MANAGEMENT:** Major clients include:
 - Brands: Sony, Beats by Dre, HP, Bose, Canon, Microsoft, Panasonic, Samsung
 - Retailers: Best Buy, Walmart



EDUCATION

University of Evansville // Evansville, IN

- Bachelor's Degree in Mass Communications
- Art focus

General Assembly LA // Santa Monica, CA

- User Experience Design
- Completed 10 week course

SKILLS

Sketch • Invision • Balsamiq • Axure • Adobe Creative Suite • JIRA/Confluence • Agile • Microsoft Office Suite • Google Suite

Additional Experience: 2+ years as designer & animator in London, England (1997-1999)