Derek Arrington

Senior XD Director & Strategist / AI Systems Creator

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Summary

- Strategic design leader specializing in organizational transformation through customer-centric frameworks across enterprise-grade B2B fintech, global HR, and B2C financial product platforms
- Leverages 15+ years of experience driving digital transformations that improve team efficiency by 30-40%, increase client engagement by 15%, and reduce project lifecycles by 30-40%
- Unifies and scales global design teams by integrating Agile methodologies and design systems to enhance governance and strengthen cross-functional collaboration
- Delivers large-scale SaaS platforms achieving 99.998% user satisfaction and measurable business impact through intuitive, customer-centric design solutions

Experience

human design | Founder & Creator
June 2025 - Current | New York, NY | Remote

- In -Progress: Two year project. nahOS Agentic SDLC application for macOS and Windows. Multi-agent system emulating a full digital product agency. Sponsored by Google Startup, AliBaba Catalyst, and NVidia Inception programs
- Numerous digital products in-progress. Ranging from native applications, SaaS products, web apps, extensions, and plugins

Sequel Studio + Medimpact | XD Strategy Director
January 2025 - June 2025 | New York, NY | Remote

- Led design transformation for a major pharmaceutical benefits management (PBM) SaaS platform, consolidating multiple legacy tools into a unified, user-centered product ecosystem
- Strategic oversight and guidance of a comprehensive audit and evaluation of outdated legacy UI/UX standards, patterns and component libraries. Redefining and consolidating disjointed multi-vertical assets into a modern and centralized design system architectural roadmap
- Directed the creation of the MedImpact Design System (MDS), establishing scalable Figma components, variables, and token architecture ensuring full alignment with engineering initiatives
- Managed and mentored a team of junior designers to ensure consistent execution across wireframes, flows, and high-fidelity mockups under tight, fast-paced agile timelines

Orion Innovation | Senior XD Director & Strategist
December 2021 - June 2023 | New York, NY

- Championed the Orion Design Maturity Initiative by implementing a comprehensive, organizational design-first framework unifying cross-functional teams and enhancing XD group collaboration
- Conceptualized and directed the creation of the Orion XD Sales

Expertise

Agile methodology & lean UX practices
Autonomous Agentic AI Workflows & Systems
Branding design & brand development
Change management & corporate strategy
Content design & content strategy
Customer experience design (CX/XD)
Customer insights & journeys
Design-ops & design systems
Design sprint & workshop facilitation
Digital product development
Digital transformation
Enterprise software, systems & platforms
Financial services & fintech
Human-centered design thinking & strategy
Operational leadership & efficiency
Organizational transformation & strategy
Product design & service design
Product management & product strategy
Systems thinking & design
User experience & user interface design (UX/UI)

Personal Skills

Adaptable, articulate & attention to detail
Creative & innovative
Cross-functional team collaboration
Excellent written & verbal communication skills
Exceptional storytelling & presentation skills
Stakeholder management
Strategic leadership skills
Superb strategic thinking & problem-solving
Team building & team development
Team leadership, coaching & mentorship

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Experience Continued

Orion Innovation | Senior XD Director & Strategist

Hub, resulting in a 15% increase in successful client engagements through enhanced sales tools and educational XD resources

- Spearheaded a comprehensive redesign of a major financial advisor SaaS platform, achieving 100% user satisfaction across all metrics and reducing project lifecycle by 40%
- Implemented agile methodologies and rapid workshopping techniques, boosting team efficiency by 30% and establishing robust design operations aligned with strategic business outcomes
- Served as key XD liaison between C-suite stakeholders, sales channels, and clients, crafting and executing comprehensive CX/XD strategies with clear OKRs and KPIs
- Set product vision, facilitated high-impact strategic design-thinking workshops, and led strategic discussions, ensuring quality control and adherence to client brand guidelines while driving innovation across departments

McKinsey & Co | Senior Design & Strategy Lead
May 2019 - September 2021 | New York, NY

- Led a global design team of 10+ across four continents, overseeing vision-setting, product ideation, and change management to digitally transform talent diversification and development
- Directed the Professional Development Platform (PDP) implementing change programs and launching three new service lines to modernize McKinsey's talent processes
- Unified three disjointed design teams into a cohesive group, improving collaboration and streamlining workflows
- Co-created McKinsey's internal design system, increasing team efficiency by 40% and overall organizational productivity by 15%

Prudential | Senior Design Director
December 2013 - March 2019 | New York, NY

- Expanded the internal design team from 6 to 20+, unifying five business verticals to foster collaboration, drive innovation, and align design strategies with business growth opportunities
- Design lead for the "Prudential Playbook" design system increasing overall cross-functional team efficiency by 25% and reducing production timelines by 30%
- Directed the creation of Prudential's first native iOS and Android apps for the retirement BU, boosting user engagement by 45%
- Introduced design sprints and workshops, cutting project delivery time by 30% and enhancing cross-functional alignment
- Led design and strategy of multiple B2B/B2C tools, increasing user satisfaction and engagement by 35%

Technical Knowledge

Data analytics & data-driven insights
Data visualization & infographics
HTML, CSS & Javascript
Information architecture
Interaction design
Journey mapping & user flows
Omni-channel experiences
Personas creation & user needs assessment
Product planning & product roadmaps
Progressive web & mobile apps
Qualitative research
Quantitative research
User research & usability testing (A/B testing)
Visual design & typography
Wireframing & rapid prototyping

Software Proficiencies

Adobe Creative Suite
Claude, Codex, Google AI & Hermes
Amazon AWS, Cloudflare & Google AI
Confluence, Jira & Notion
CRM, SMB & SaaS products
Cursor IDE
Figma, Figma Make & FigJam
Generative AI for Production
Miro
MS Office 365

Education

University of North Carolina Wilmington

- Bachelor of Arts: Professional Writing
- Bachelor of Arts: Creative Writing
- Bachelor of Arts: Art & Graphic Design

Awards & Recognition

- Orion Global MVP for design impact
- Orion U.S. MVP for client impact
- Orion Global Hackathon honorable mention
- Three-time Prudential "Big Rock" winner