

# Derek Arrington

## Senior Design Director & XD Strategist

An innovative, design-thinking leader with a reputation for spearheading human-centered design strategies and delivering exceptional product designs and customer experiences. I excel at providing a narrative and giving voice to the product and customer experience. Proven expertise in standardizing design processes, fostering collaboration, and leading high-performing teams through strategic initiatives toward successful organizational transformations, seeking to leverage my extensive experience and skills to bring impactful and positive change to your organization.

## Contact

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## Expertise

Agile methodology  
Customer experience design  
Change management  
Customer insights & journeys  
Design evangelism  
Design-ops  
Design systems  
Design thinking & strategy  
Digital transformation  
Enterprise software, systems & platforms  
Human-centered design  
Innovation management  
Omni-channel experiences  
Operational efficiency  
Organizational transformation & strategy  
Product design  
Product management  
Product strategy  
Service design  
Stakeholder management  
Systems thinking & design  
Team coaching, leadership & mentorship  
User experience & interface design (UX/UI)  
Value proposition design  
Workshop facilitation

## Experience

### Orion Innovation | Senior XD Director & Strategist December 2021 - June 2023

- Led the Experience Design (XD) group for Orion's fintech and telecom and media business verticals.
- Spearheaded the Orion Design Maturity Initiative, driving a design-first approach throughout the organization.
- Oversaw the creation of the Orion XD Sales Hub, enhancing sales presentations and pitches, resulting in a 15% increase in successful client business engagements.
- Directed the complete redesign of a top-tier fintech advisor platform, reducing project lifecycle by 50% and delivering MVP within six months.
- Led the design system integration of a major U.S. financial institution's acquisition into the parent company's ecosystem.
- Streamlined internal design processes, boosting team efficiency by 30%.
- Established and managed team resources and design ops for XD projects, aligning project and business goals with strategic outcomes.
- XD sponsor and point of contact with executive business stakeholders, sales channels, and clients.
- Develop and implement overarching CX/XD strategies and establish OKRs, KPIs, and project roadmaps.
- Provide leadership, guide discussions on strategic and tactical execution, facilitate workshops, and ensure quality control based on client brand guidelines.

### McKinsey & Co | Senior Design & Strategy Lead May 2019 - September 2021

- As director of the Professional Development Platform (PDP), I led the design and implementation of complex change programs that delivered technological innovation alongside new service lines into core talent development processes
- Leader of a 10+ global design team responsible for vision-setting, product ideation, design, technical development, and

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### Tools & Skills

Adaptable & articulate  
Adobe Creative Suite & Figma  
Branding design  
Content strategy  
Cross-functional team collaboration  
Detail-oriented & self-motivated  
Excellent verbal & written communication  
Exceptional storytelling & presentation skills  
Data analytics & data driven insights  
Designing for accessibility (AX)  
Generative AI, AI agents & ML  
HTML & CSS  
Information architecture  
Interaction design  
Jira, Miro, Sketch, Slack, Taskade & more  
Personas creation, user flows & journeys  
Product roadmaps  
Progressive web & mobile apps  
Qualitative & quantitative user research  
SaaS products  
Superb strategic thinking & problem-solving  
User & usability testing (A/B testing)  
Visual design & typography  
Wireframing & rapid prototyping

### Education

#### University of North Carolina Wilmington

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

### Awards & Recognition

- Orion Global MVP award for organizational design impact
- Orion U.S. MVP award for client impact
- Orion Global Hackathon honorable mention
- Three consecutive Prudential “Big Rock” design awards

### Experience

- change management to digitally transform the way talent is diversified, deployed, evaluated, and developed. Architected, built and scaled 3 new service lines within McKinsey.
- Unified three disjointed design teams to create a cohesive and singular creative group.
  - Co-chaired the creation of the internal McKinsey design system, increasing team efficiency by 40% and Improving overall productivity by 15% through defined working methodologies and governance.
  - Cultivated customer-centricity by creating a change program to energize the broader organization around the importance of being customer-led as well as a design maturity model.
  - Professional development leader coaching designers/ researchers on how to increase their leadership and impact on day-to-day design activities. Participating in bi-yearly calibrations/review cycles for our global design chapter.

#### Prudential | Senior Design Director

December 2013 - March 2019

- Led the effort to create the internal design team from five to over 30 members and responsible for scaling teams, executive stakeholder management, capability building, alignment workshops, defining customer journeys, team health and retros, product reviews and design critiques.
- Developed cross-functional, interactive B2C and B2B tools, significantly boosting user engagement and satisfaction.
- Introduced design sprints and workshops, reducing project completion time by 30%.
- Led the creation of Prudential’s first native iOS and Android apps for the retirement business unit, increasing user engagement by 45%.

#### Liberty Tax | Design Director

March 2013 - December 2013

- Lead Design Consultant for the vision, strategy, and production of the company’s online DIY tax tool.
- Provided product management and established the overall front-end product design and development process.
- Set design standards and quality assurance guidelines.
- Responsible for all front-end development