

# Derek Arrington

## Senior Design Director & XD Strategist

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A visionary design-thinker with the ability to lead human-centered strategies, delivering exceptional digital product designs, and creating compelling narratives to generate intuitive customer-centric experiences. I excel in fostering collaboration, inspiring teams, and standardizing design processes to lead successful organizational transformations. I aim to apply my expertise to drive impactful and positive change within your organization.

## Contact

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## Expertise

Agile methodology  
Branding design & brand development  
Customer experience design (CX/XD)  
Change management  
Content design & content strategy  
Corporate strategy  
Cross-functional team collaboration  
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 leadership & efficiency  
Organizational transformation & strategy  
Product design & service design  
Product management & product strategy  
Stakeholder management  
Strategic leadership skills  
Systems thinking & design  
Team coaching, leadership & mentorship  
Team building & team development  
Performance evaluations & management  
User experience & interface design (UX/UI)  
Value proposition design

## Experience

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

- Championed the Orion Design Maturity Initiative, implementing a comprehensive, organizational design-first framework that unified cross-functional teams and enhanced collaboration throughout the XD group.
- Spearheaded a comprehensive redesign of a major financial advisor SaaS platform, achieving 100% user satisfaction across all metrics and reducing project lifecycle by 50%.
- Conceptualized and directed the Orion XD Sales Hub development, resulting in a 15% increase in successful client engagements through enhanced sales tools and educational XD resources.
- Implemented agile methodologies and rapid workshoping 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.
- 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

- Directed the Professional Development Platform (PDP), implementing change programs and launching three new service lines to modernize McKinsey's talent processes.
- Led a global design team of 10+, overseeing vision-setting, product ideation, and change management to digitally transform talent diversification and development.
- 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% through governance and methodology.

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### Tools & Skills

Adaptable, articulate & attention to detail  
Advertising, marketing & multimedia  
Adobe Creative Suite, Workfront & Figma  
Ambitious, confident & creative  
Confluence, Jira, Miro, MS Office & Sketch  
CRM, SMB & SaaS products  
Data analytics & data-driven insights  
Data visualization & infographics  
Detail-oriented & self-motivated  
Designing for accessibility (WCAG & AX)  
Digital asset management  
Exceptional storytelling & presentation skills  
Generative AI, AI agents & ML  
HTML, CSS & Javascript  
Information architecture  
Interaction design  
Personas creation, user flows & journeys  
Product planning & product roadmaps  
Progressive web & mobile apps  
Qualitative & quantitative user research  
Superb strategic thinking & problem-solving  
User & usability testing (A/B testing)  
Visual design & typography  
Wireframing & rapid prototyping  
Workshop facilitation  
Written & verbal communication skills

### 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

### Experience

- Championed customer-centricity by designing a change program and a design maturity model to energize the organization around customer-led strategies.
- Coached designers and researchers to maximize their impact on day-to-day design activities and contributed to bi-annual global design chapter reviews.

#### Prudential | Senior Design Director

December 2013 - March 2019 | New York, NY

- Expanded the internal design team from 6 to 30+ members, unifying five business verticals to foster collaboration, drive innovation, and align design strategies with business growth opportunities.
- Created Prudential’s internal, on-site user research and user testing lab, streamlining data-driven decision-making and improving product usability.
- 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 business unit, 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%.

#### Liberty Tax | Design Director & Front End Developer

March 2013 - December 2013 | Remote

- Led the vision, strategy, and UI/UX design for Liberty’s online DIY tax tool, delivering the full, finished product within eight months.
- Defined and implemented front-end development processes, design standards, and quality assurance frameworks, ensuring consistent and scalable results.
- Transformed a failing project into a successful product, achieving operational stability and long-term viability.

#### Equinox Fitness | Digital Advertising Design Director

September 2012 - April 2013 | New York, NY

- Led a small team of designers for all internal and external digital advertising and marketing assets.
- Ensured adherence to established branding campaigns and collaborated with marketing team and sales.