

Derek Arrington

Senior Design Director & XD Strategist

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Summary

- 15+ years of experience leading design transformations, digital product strategy, and experience design for enterprise and fintech platforms.
- Spearheaded large-scale redesigns that improved team efficiency by 30-40%, increased client engagement by 15%, and reduced project lifecycles by up to 30-40%.
- Unified and scaled global design teams, integrating Agile methodologies and design systems to enhance governance and cross-functional collaboration.
- Led the development of multiple large-scale SaaS platforms that achieved 100% user satisfaction, driving measurable business impact through intuitive customer-centric design solutions.

Expertise

Agile methodology & lean UX practices
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)
Value proposition design

Personal Skills

Adaptable, articulate & attention to detail
Ambitious, confident, creative & innovative
Cross-functional team collaboration
Detail-oriented & highly motivated
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

Experience

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 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 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.
- 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

- 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.

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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
Confluence & Jira
CRM, SMB & SaaS products
Figma & Figjam
Gen AI, AI agents & ML
Invision & Zeppelin
Miro
MS Office 365
Sketch
Workfront

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

- Co-created McKinsey’s internal design system, increasing team efficiency by 40% and overall organizational productivity by 15%
- 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 day-to-day impact on day-to-day and contributed to design chapter reviews.

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.
- Created Prudential’s internal, on-site user research and user testing lab, streamlining data-driven decision-making and improving product usability based on user needs.
- 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%.

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 design team in developing digital advertising and marketing assets, ensuring brand consistency.
- Collaborated with marketing and sales to create all campaign materials for Equinox’s Blink Fitness launch.