

CHRIS PALLÉ

Optimizing lives through data-driven innovation.

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Senior UX Professional | Business Development Specialist

B2B & B2C • Technology • Real Estate • Media • Luxury Retail • E-Commerce • Nonprofit Organizations • Agencies

Hard-Charging, Success-Driven, Change Strategist with robust entrepreneurial instincts and a +20-year career of applying people, creative, marketing, and technical acumen to scale and deliver high-impact commercial and digital design solutions that propel growth for emerging to Fortune 100 enterprises. Proficient at unpacking business and design challenges; uncovering design opportunities; provisioning inspired design direction that dissolves uncertainty; and presenting brilliant presentations.

- **Well-Regarded Thought Leader** known for expertise in strategic design, UX best practices, and marketing; frequently invited to lecture at prestigious universities such as, NYU, Parsons The New School, and Rutgers, as well as at industry conferences; experienced in collating curriculum for Mediabistro and General Assembly (GA).
- **Power Networker & Connector** continuously reaching out and nurturing valuable, high-profile connections and lucrative relationships with an ever-expansive network of influential professionals.
- **Disciplined, Decisive Team Leader & Project Energizer** infusing a collaborative culture of excellence; reliably resourcing and overcoming problems to produce timely, within-budget, high-quality creative deliverables across all project phases.

EXPERTISE

User Experience (UX) Research & Design • Intuitive User Interface (UI) Design & Prototyping • Strategic Vision & Planning • Project Scoping & Management • Design & Change Leadership • Product & Venture Design • Marketing Communications • Business Development • Brand Building Initiatives • Collaborative Concepting • Product Strategy & Roadmap • Proposal Preparation & Sales Support • Compelling Presentations • Contract Negotiations • Efficient Workflows • Team Leadership

NOTABLE CAREER ACHIEVEMENTS

- ▶ **Started up, built, evolved, and profitably operated thriving boutique digital design agency.** | *Wisdom & Craft*
- ▶ **Generated \$26K in monthly recurring revenue (MRR) in 1.5 years with 90% of space leased by 2019 while playing central leadership role in renewal of a one-of-a-kind business, technology, and cultural ecosystem.** | *Bell Works*
- ▶ **Amplified monthly active users (MAUs) +150%; triggered \$1M from new revenue streams within 3 years; and laid foundation for data-driven constituent engagement by retooling student center.** | *Junior Achievement USA*

CAREER SUMMARY

Wisdom & Craft, Inc., Old Bridge, NJ

Director of Operations & Design / President | 2011 - Present

Devise and execute winning marketing and sales strategies. Draft and deliver custom proposals; negotiate and close deals. Assemble, enthuse, and direct staff of 6 creative and technical development professionals along with a stable of freelancers while orchestrating a portfolio of projects valued up to \$500K each. Nurture strategic relationships with partners and vendors.

Notable Projects

- **metaMe:** Assisted in raising nearly \$1M in venture funding and won a pilot program in IBM's HR department for developer of early-stage blockchain-based protocol by honing value proposition messaging while shepherding team through product development, prototyping, and start-up activities; networked with advisors, partners; and prospective investors.
 - Invited to participate, as 1 of 10 out of 120 others, in exclusive accelerator program with IBM and Columbia University.
- **IEEE:** Optimized planning on a next-generation research engine JV initiative with limited resources and aggressive timelines tasked with simplifying search and delivery of 2 million archived technical documents.
 - Bridged gap with industry-leading, machine-learning-based, e-discovery platform partner and supplied front-end user expertise for reimagining interaction paradigms and leveraging best practices.
 - Revealed valuable improvement opportunities for refining partner's experience and design by performing deep heuristic evaluation and producing extensive report complete with numerous recommendations.
- **Junior Achievement USA:** Worked with sponsors such as Citibank, OneMain, RobertHalf International, Project Management Institute (PMI), Microsoft, and The Hartford to transform student center into educational career cluster research platform.

- **The Economist:** Saved \$150K+ in development costs by identifying and integrating successful feature sets into larger product vision while conceptualizing, prototyping, and testing brand-aligned mobile app for new digital product.
- **iCIMS:** Influenced evolution of product quality; enhanced sales process; and contributed to seismic shift in development approach from engineering focus to user-centered design by raised awareness and skills in user research persona development for global SaaS firm that owns the 2nd most widely deployed Applicant Tracking System (ATS).
- **Stealth Action Sports Startup:** Aided client in clarifying product direction by carrying out deep-dive, early-stage exercises in market needs exploration, product visioning, and strategy formation that included design thinking and co-creation workshops; brand and content strategy program development; prototyping; and user research studies.

Bell Works, Holmdel, NJ

Executive Director – Coworking Tenant Incubator & Digital Strategy | 2015 - 2017

Successfully utilized design thinking while spearheading, steering, and launching revitalization venture within 2M sq.ft. of iconic vacant industrial space. Proposed, negotiated, and secured a contract with developer to innovate first coworking space and helm all facets of digital strategy efforts. Conferred with a myriad of experts to ensure project success.

Notable Accomplishments

- Fostered an entrepreneurial ecosystem of startups, universities, investors, established enterprises, and community groups with a focus on health and wellness, fintech, blockchain, smart contracts, infosec, and AI/machine learning.
- Magnified community and business awareness throughout state by leading tours, networking with university students, and garnering media and press coverage from Wall Street Journal, Fox Business, The Real Deal, and local NJ outlets.
- Organized a networking group of 1500 by hosting distinguished thought leaders at numerous Meetup events.
- Recruited cutting-edge companies in Monmouth County; worked closely with first tenant pilot program businesses; and coached and advised startups and others in growing their businesses.
- Championed design of new Web site; articulated and conveyed content strategy and messaging for all social channels, email, blog; oversaw and rallied team of high-performance freelancers; managed vendors.

Independent Consulting Engagements, Old Bridge, NJ

Senior UX Consultant | 2005 – 2011

Optimized product designs across a diverse range of applications while consulting with industry-leading creative agencies and Fortune 100 firms. Engaged in strategic design activities; structured content and modeled documents; charted user flows and site maps; constructed wireframes and prototypes; and specified product and service elements.

Select Clients & Project

- Tribal DDB: EarthLink
- EMC Digital: Merrill Lynch/Bank of America
- McGraw-Hill Construction: Dodge Report
- VML: Hershey's Company
- Bertelsmann Direct NA: BMG, Columbia House
- OgilvyAction: Delivery.com
- G2 Worldwide: Smucker's | CoverGirl | Pillsbury | Hertz | Campbell's | Eli Lilly | Latisse | Pfizer | Crisco | Adam's Peanut Butter
- **Hertz Car Sales:** Fueled a decade of client acquisition and business growth by collaborating in crafting a persona-centered navigation scheme that yielded an engaging, intuitive interface empowered with improved conversion tracking analytics.

TEACHING & ADDITIONAL EXPERIENCE

Adjunct Professor – Parsons School of Design, The New School | Rutgers University | 4+ years

Mentored Parsons Strategic Design and Management program students in shaping and completing senior thesis projects.

Lead Interactive Designer – Blonder Tongue Laboratories, Inc. | 2 years ▪ **Information Architect – Lanmark Group, Inc., | 1 year** ▪ **Director Web Administration – Living Abroad | 1 year** ▪ **Personal Trainer – New York Sports Clubs (NYSC) | 2 years**

EDUCATION ▪ PROFESSIONAL AFFILIATIONS ▪ BOARD SERVICE ▪ TECHNOLOGIES

BAAS, Graphic Arts, eBusiness Strategy & Technical Communications | ROCHESTER INSTITUTE OF TECHNOLOGY, Rochester, NY

AA, Computer Art & Design | BROOKDALE COMMUNITY COLLEGE, Lincroft, NJ: *Created first Web pages for Art Department*

Interaction Design Association (IxDA), *Member since 2009: Led education and networking events for UX professionals.* | New Jersey Tech Council (NJTC), *Member since 2014*

Design Thinking Advisory Board – RUTGERS UNIVERSITY | Web Design Advisory Board – FREEHOLD BOROUGH HIGH SCHOOL

Adobe Creative Cloud | Sketch | InVision | Content Management Systems (CMSs) | Customer Relationship Management (CRMs) | E-Commerce Systems | Coding: HTML/CSS/JS, C# | G-Suite | Microsoft Office365