

ANTHONY HALL

VICE PRESIDENT OF DESIGN

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Hands-on, driven and experienced leader with a track record of growing and developing successful, high performing design teams in the mobile, web and technology industry. Proven ability to build strong partnerships across organizational departments and leadership teams. Skilled in strategic development and deployment of creative solutions to meet customers' needs and desires. Committed to design excellence and creating a supportive, inclusive, inspired team environment.

WORK EXPERIENCE

VICE PRESIDENT OF DESIGN

Mojio | Campbell, CA | May 2018 - Present

Develop and lead all of Mojio's product design operations and processes, overseeing a team of 7 designers. Mojio apps are currently used by over 1 million customers of global mobility carriers such as T-Mobile US, Chytré (T-Mobile Czech Republic), T-mobile Poland, and Telus as well as Tier 1 OEM manufacturers Volkswagen and Audi of America.

Key accomplishments:

- » Released flagship product experience Motion by Mojio connected car mobile application to Volkswagen of America and via whitelabel to Audi of America as Motion for Audi Connect in support of the sunseting of 3G networks nationally
- » Built and launched Force by Mojio, a consumer app for fleet management and drivers, in 10-months starting from defining the product to completing the second feature set review. Soon after release received an NPS of 43
- » Reduced by 50% the time spent by QA and development teams on bug fixes by executing a platform agnostic mobile app experience on iOS and Android devices
- » Led all research in support of user centered design, collaborated with marketing and product teams to coordinate 7-stage beta test to inform entire build, from persona building to consumer validation
- » Grew team from 3 to 7 in-house, high performing and multi-disciplinary designers, efficiency aided by implementing processes to increase innovation and team output
- » Lead exploration and implementation in automating aspects of design hand-off process to engineering eliminating outdated tools and increasing efficiency
- » Patent submissions for auto sector

GLOBAL CREATIVE DIRECTOR

Flex | San Jose, CA | July 2015 - May 2018

Developed the strategy and directed a highly successful global rebrand roll out from "Flextronics" to "Flex," including website, collateral and facilities for over 100 sites in 35 countries. Hired and managed a global team of 17 multi-disciplinary creative professionals and designers, including 7 direct reports.

Key Accomplishments:

- » Cultivated and managed relationships throughout all departments spanning 12 distinct vertical industries
- » Managed effective working partnerships with 10 third-party global agencies and vendors throughout rebrand and process
- » Established company's Center of Excellence to communicate and educate on the new brand standards, guidelines and stewardship
- » Ensured brand compliance of 40 global sub-brands by developing tailored brand guidelines and education with a high focus on the brand
- » Led creative strategy and creative design direction, execution of corporate events, video development and printed materials for 4 C-Level annual events with a combined average of 2,000 attendees and \$5M budget

HEAD OF BRAND DESIGN - BRAND EXPERIENCE

Mimosa Networks, Inc. | Campbell, CA | Mar 2014 - July 2015

Created and championed rebrand of the company's brand identity. Responsible for all brand touchpoints including visual design, industrial design, art direction, UX and UI. Managed a team of 2 and all product design, packaging, labeling, branding, user documentation, quick start guides and registration experiences.

- » Developed ideas for solutions, art-directed and developed new marketing materials, achieving a consistent, scalable, global brand presence
- » Developed UX and UI strategies, framework, video, wireframes, visual direction and language for 3 cloud software tools

SENIOR DIRECTOR, USER EXPERIENCE

Bill.com | Palo Alto, CA | Jan 2011 - Mar 2014

Led all enterprise UX, UI, visual design, art direction and development for fintech website and companion mobile app. Recruited, hired and mentored a team of 6 direct reports and 2 contractors. Spearheaded a successful brand refresh across 4 verticals by building strong cross-departmental relationships to create buy in across organization.

- » Reduced customer support calls by 10% by collaborating to identify call drivers and developing design solutions
- » Collaborated with sales team to refine communication and visuals used during onboarding and user acquisition, resulted in 25% increase in sales within first 3 months of deployment
- » Implemented processes to reduce development time by using an advanced prototyping approach to design

DIRECTOR, BRAND MARKETING

2Wire, Inc. | San Jose, CA | Nov 2003 - Jan 2010

Directed roadmap, development, delivery and feature upgrades of all 2Wire web properties including 2Wire.com, my2Wire.com (intranet), partners.2Wire.com, events.2Wire.com, support.2Wire.com and all microsites developed for corporate events. Managed a \$4M operating budget, optimizing spending to maximize ROI and achieve corporate objectives on time and budget. Creative direction and vision on all product packaging, literature, and technical documentation in addition to managing all print and design vendors.

- » Recruited and managed high performing team recognized in third-party assessment as contributing to the top 2% of the company's employee engagement
- » Created processes to add more visibility to workflow pipeline, yielded 25% in project management time savings
- » Saved 50% in development time by structuring and streamlining UX/UI and visual design development processes, drastically improving hand-off time to engineering teams
- » Identified opportunities for new tools and campaigns to drive new revenue opportunities by researching user behavior and interaction on the websites

MILITARY EXPERIENCE

UNITED STATES NAVY

San Diego, CA | July 1985 - March 1995 | Honorably discharged, highly decorated | Winner of Navy Achievement Medal

SKILLS

- » Developing Premium Experiences
- » Stakeholder & Relationship Management
- » Rapid UI Prototyping & Implementation
- » In-depth knowledge of trends with extraordinary design aesthetic
- » Building & Leading Highly Proficient & Dynamic Creative Teams
- » Program & Project Management
- » Phenomenal communication skills
- » Expert on current design tools