

# zacharyjeanparadis | experienceinnovation

Adelaide Wharf, Flat 420, 120 Queensbridge Road, London, UK E2 8FB | +44 (0) 786 765 8483  
creativeslant.com | zach@creativeslant.com | twitter.com/zacharyparadis

## PROFESSIONAL EXPERIENCE

### **SAPIENTNITRO; Director Experience Strategy; Chicago, USA; London, UK; 5/07–present;**

- co-led and grew strategy team in the EU by 50% (10+ practitioners), 2011–present
- led successful product strategy and multichannel experience programs in auto, CPG, financial services, and retail, including facilitation of C-level stakeholders at clients including Chrysler, John Deere, HSBC, Ladbrokes, McLaren Auto, M&S, Target, Unilever, et al.
- crafted vision, led and scaled the two largest (by budget and team size) multichannel retail programs in history: Target (live) and M&S (in progress)
- former strategy team lead of SapientNitro's largest business unit, North American Central, leading a diverse team and defining the BU's massively successful go-to-market strategy across Chicago, Detroit, Minneapolis and Toronto, 2009–10
- co-founder of Experience Research, Strategy + Analytics practice, 2008
- crafted Sapient's successful go-to-market strategy in financial services, 2008

### **IIT INSTITUTE of DESIGN; Adjunct Professor; Chicago, IL, 7/08–present;**

- Classes: Rapid Experience Modeling, Managing Complexity, Executive Summer Camp

### **SAP Office of the CEO; Innovation Strategist; Palo Alto, CA; Internship, 6/06–12/06;**

- as a member of SAP's high-performance Design Services Team, co-authored a plan for a company-wide new product innovation process, rolled out to strategic product groups
- synthesized user research data and designed scenario and interfaces for an evaluation of voice-enabled mobile interfaces and communication-enabled business process products
- led an SAP-funded workshop class project developing tools for product and portfolio definition at the IIT Institute of Design, as a continuation of my work at SAP

### **YAHOO!; Design Strategist; Sunnyvale, CA, Internship, 5/05–8/05;**

- co-led user-research, identified opportunities, and co-authored a plan to leverage design strategically within Yahoo! paving the way for a new functional group within User Experience Design called "Platform and Practice"
- authored product and innovation plan for Yahoo! mobile featuring customer research, scenario planning, concept workshops, and strategic planning

### **RADIOWAVE; Product Manager | User Experience Lead; Chicago, IL, 1/00–11/01;**

- led RadioWave's research, development and prototyping of portable and wirelessly delivered enhanced multimedia music and news services
- managed products from new product definition to design and implementation, including RollingStone Radio and MSN Chat Radio accessed by over 2 million users per month
- designed and produced interactive audio-visual programs for MSN.com, RollingStone Radio, Universal Music Group, Blue Note, Verve, and Alligator Records
- managed the design and development of RadioWave's ad scheduling, serving, tracking and reporting application and integration with clients

### **INDEPENDENT CONSULTANT; Producer | Experience Designer;**

Chicago, IL, 7/99–1/01; 12/01–8/04;

- designed and managed experience and marketing projects with clients including: Allstate, Amazon.com, Anderson, R.J. Reynolds, Unilever, uBid "Superstore", et al.

### **METRO; Art & Marketing Director; Chicago, IL, 7/97–7/99;**

- led marketing and design team at three of the USA's most successful concert venues

### **RAPP; Digital Imaging Specialist; Chicago, IL, 12/95–7/97;**

- co-developed successful direct, print and interactive advertising for Fortune 1000 clients

## OBJECTIVE

**To create compelling, valuable experiences and knowledge for millions of people;**

*to lead thinking and interdisciplinary teams in strategy, product and service definition; to shape new ideas, align cross-functional teams, and foster a culture of structured innovation.*

## EDUCATION

### **IIT INSTITUTE of DESIGN**

Chicago, IL, 2004–07;  
Master of Design 5/07

### **IIT STUART School of Business**

Chicago, IL, 2004; management classes

### **UNIVERSITY of CHICAGO**

Chicago, IL, 1991–95;  
AB Anthropology 6/95; AB Psychology 6/95

## THOUGHT LEADERSHIP

### **Naked Innovation**

A book about innovation—uncovering a shared approach for creating value; 2007  
[www.nakedinnovation.com](http://www.nakedinnovation.com)

### **Future of Retail**

Presentation at "Future of the High Street", Mintel London; March 2012

### **3 Myths of Customer Experience**

Presentation for UK UPA, February 2012  
<http://www.creativeslant.com/mt/archives/000079.html>

Additional presentations at SXSW, Mastermundo, et al., and writings at  
<http://www.creativeslant.com/mt/index.html>

Writing topics include: The Appification of Things, Apple's Move in Financial Services, Innovation Suicide: 10 Ways Company Kill Their Own Good Ideas, Siri: Designing the Invisible Interface, et al.