

## about

I am an interdisciplinary designer & creative lead with over 10 years of experience across brand agencies and technology start-ups. I'm passionate about crafting experiences that elevate quality of life and sense of belonging. I love to create systems and tools to empower individuals and brands to be the masters of their own narratives, imagery and economic growth.

## expertise

UI / UX Design, Brand Strategy & Design, Corporate Identity, Art Direction, Creative Team Management, Workflow Management, Systems Design, Advertising Design, Photography, Editorial Curation & Design, Diversity and Inclusion, Multicultural Brand Strategy

## education

### Massachusetts Institute of Technology

SB, Mechanical Engineering  
Dual minors, Architecture & Visual Arts  
Designer, City Science @ MIT Media Lab

## leadership

Founder, kōr creative collective  
Speaker, Midwest UX Conference  
Speaker, Creative Works Conference  
Speaker, AfroTech Conference

## portfolio

[www.quinntonharris.com/work](http://www.quinntonharris.com/work)

Password available upon request



## work experience

### Blavity, Inc.

Creative Director

Los Angeles, CA  
San Francisco, CA

Jan 18 - Apr 19

- Led the creative vision and design strategy for Blavity, Inc., a Series A funded technology company, and its brand subsidiaries Blavity.com, AfroTech, 21Ninety, Travel Noire and Shadow & Act
  - Relaunched 4 of 6 brand identity systems for Blavity, Inc. and its subsidiaries, yielding a 5x lift in brand engagement and reaching a high of 40MM monthly active users in H2 2018
  - Led the re-design for TravelNoire.com—Blavity, Inc.'s new travel and leisure brand—by crafting a proprietary eCommerce experience that increased total revenue by in 30% in 3 months
  - Developed and managed the event production for Blavity, Inc.'s largest revenue-generating conference with over 10,000 attendees across San Francisco and Atlanta
  - Established a best-in-class culture that promoted independent thought, collaboration and high-energy problem solving while overseeing, guiding and managing an in-house 5-person creative team
- Collaborated weekly with C-Suite colleagues and Sales and Operation leads to ensure efficient delivery of all creative projects against their deadlines and their budget requirements

### Walker & Company Brands

Creative Lead

Brooklyn, NY  
Palo Alto, CA

Aug 15 - Dec 17

- Designed and oversaw the digital experience, marketing design and go-to-market strategy for Bevel & Form Beauty, Walker & Co's inaugural CPG brands with 15 products and a retail presence in Target and Sephora
- Developed and managed the internal creative team, and oversaw the relationship between Walker & Co and the Jones Knowles Ritchie creative agency
- Founded the Walker Creative Collective, a global network of +50 Creative freelancer to drive agile, low cost creative solutions for photographic, video and editorial content
- Designed and managed the workflow for building Bevel's new custom eCommerce platform, which enabled customers to purchase products using both subscription and a la carte sales models, helping to increasing sales conversions by 5% in the first month
- Led the digital experience for Bevel's second product launch, Bevel Trimmer, securing over 500 pre-order sales in the first week

### Digitas, Inc.

Senior Designer

New York, NY  
Boston, MA

Jun 10 - Jul 15

- Designed digital product solutions for high value clients, including American Express, Aetna, Merrill Lynch, L'Oreal, and Taco Bell, adding to my team's command of 1/3 of the Digitas' total gross revenue in 2014
- Co-led and pitched the creative strategy behind a 5 year plan to modernize Merrill Lynch's investment platforms
- Redesigned PayFlex.com into a responsive benefits management tool, reducing call center costs by 50% in the first 3 month post launch
- Designed rich media ads & digital content for The Bank of America Corporation, which helped drive 3.9MM new customers for Bank of America in 2014