

## CHRISBYE

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[byedesign.com](http://byedesign.com)

Dear Hiring Manager,

I am a motivated professional with a natural proficiency for lean-product innovation and problem solving. Over my career, I've provided best-in-class solutions for many Fortune 100 companies including Johnson & Johnson, Verizon, FedEx, Mars, Janssen, Vanguard, AstraZeneca, Campbell's Soup and Ralph Lauren. I have a proven track record developing strategic business initiatives, aligning stakeholders on a long-term vision, prioritizing goals and orchestrating teams from discovery to execution. I strive to collaborate closely with clients to deeply understand core business goals as well as customer mindsets to consistently deliver outcomes, discover new opportunities and remain a trusted innovation partner and consultant.

My unique entrepreneurial background, and industry-related expertise makes me an ideal candidate to start collaborating with your organization's digital product teams and innovation leaders. In recent years, I've consulted for companies such as FedEx, P&G, Vanguard and Verizon to reimagine their businesses to suit the new digital age, find better ways to provide service and increase customer satisfaction. Having additional experience with both corporate and venture funded start-ups allows me to bring an outsider's perspective, as well as a lean collaborative approach to companies such as yours. In my role as Tribe Leader at Vanguard, during the early phases of their transformation journey, I was able to incorporate a variety of lean product design, research, prototyping and testing methodologies. Based on the individual strengths of various teams, I have cultivated a toolbox of strategies, for business problems to be solved.

### *Industry-related Expertise and Notable Career Highlights:*

- After founding Tonic in 2010, the company rapidly grew to over 120 employees and revenues doubled yearly during my tenure as CEO. By the end of 2015, revenues grew north of \$12 million and had long-term recurring multi-million dollar contracts with companies like Johnson & Johnson, Janssen, Abercrombie & Fitch, Comcast, AT&T, AstraZeneca, K Hovnanian Homes, Mars and Ralph Lauren, among others.
- At the end of 2016, Tonic Ranked #884 Nationally, and #23 in PA, on the Annual List of "[Inc. 5000 Fastest-Growing Privately Held Companies in America.](#)"
- One especially notable Tonic product innovation achievement was [JnJ's 7-Minute Workout](#). With more than 3 million downloads, the app has been nationally showcased on Apple TV Spots, as well as featured on iTunes where it continues to enjoy an average rating of 4 stars.
- In 2018, Verizon quietly launched a new start-up called [Visible](#), offering unlimited data, minutes, and messaging services for the low price of \$40 to compete with T-Mobile's dominance amongst millennials. ByeDesign assembled a lean product design and research team to rapid-prototype and validate the user experience with over 1,000 Gen Y Co-creators. Visible continues to gain market share.
- As a Tribe Leader at Vanguard, Chris led a team of Experience Strategists and Product Designers on a wide array of digital wealth management products including: [FAS Portfolio Analytics Tools](#), [Vanguard Support Self-service Tools](#) and the recently launched [Vanguard Digital Advisor](#)
- As a Senior Director of Digital Engagement at EPAM, Chris utilized his Experience Consulting skills to help many forward-thinking companies such as FedEx, EdwardJones, Jabil, P&G and Clover Health. By aligning key stakeholders around a scalable product vision, prioritized roadmap and long-term goals, he and his client partners were able to drive success across various digital transformation and modernization initiatives.

I have enclosed my resume for your review. I appreciate your time and consideration of my candidacy.

Sincerely,  
Chris Bye

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## EXPERIENCE

**Bye Design** | Greater Philadelphia Area  
**Chief Problem Solver** | 1/07 – Present

Bye Design is a product strategy, innovation and design firm that utilizes a human-centered, design-led approach to help organizations transform empathy and insights into meaningful product experiences. ByeDesign pairs creativity and strategy with research, behavioral science and technology to design authentic engagement. Our deep expertise and broad capabilities allow us to create vision, strategy and experiences that solve complex business challenges.

**EPAM** | Newtown PA  
**Senior Director, Digital Engagement / Experience Consulting** | 2/20 – 8/21

At EPAM, Chris consulted with many forward-thinking companies regarding digital transformation and modernization initiatives. He worked closely with clients to reimagine their business to suit the new digital age, find better ways to provide service and interact with their customers. He also facilitated workshops, conducted ethnographic studies, created service-design blueprints and built rapid prototypes to align stakeholders on long-term vision and prioritized product roadmap. He also assisted with opportunity generation, business development, staffing recommendations and proposal support. *Select Client Experience: FedEx, EdwardJones, Jabil, P&G, Clover Health*

**Vanguard** | Malvern PA  
**CX Tribe Leader / Digital Design Strategist** | 11/18 – 2/20

As Tribe Leader, Chris led a team of Experience Strategists, Researchers and Product Designers on a wide array of digital wealth management products including: FAS portfolio analytics tools, self-service support for retail Investors, and automated robo-advisor investment experiences. He also provided leadership across various CX Digital Transformation initiatives and helped recruit and mentor talent for a rapidly expanding taxonomy of Journey Labs. In addition, he collaborated with other Tribe Leaders to maximize data and analytics findings, research insights and existing APIs to increase overall efficiency, drive ROI and boost product iterations across the enterprise.

**Tonic Design Co** | Greater Philadelphia Area  
**Founder & CEO** | 1/10 - 10/15

As CEO of Tonic, Chris led a fearless community of strategists and makers—human technology experts who shared a belief in the value of design as a business-driving force. The agency earned an impressive client list that featured household names, and global retailers, and won multiple awards for inspired work that fostered meaningful connections between brands and consumers. During his tenure as CEO, the company grew quickly to over 120 employees as annual revenues grew north of \$12 million. By 2016, Tonic ranked #884 Nationally on the annual list of *"Inc. 5000 Fastest-Growing Privately Held Companies in America."* One especially notable Tonic product innovation achievement was JnJ's 7-Minute Workout. The app has been nationally showcased on Apple TV Spots, as well as featured on iTunes where it continues to enjoy an average rating of 4 stars.

## EDUCATION

**Bucks County Community College** | Newtown, PA  
Associates, Film + Cinematography *Graduation June, 1996*  
Associates, Business *Graduation June, 1996*

## PUBLIC SPEAKING EVENTS

- **Outsource People** – Krakow, Poland ["How to Sell Value vs Commodity"](#)
- **NRF Big Show** – NYC with Author Nir Eyal ["Happy to be Hooked"](#)

## FEATURED WORK SAMPLES

[Launch Portfolio Website >](#)

Password:  
hellohuman

[Digital Product Vision – Prototype Examples](#)