

A hands on vision-based design leader crafting digital products people love.

Mission

Leverage state-of-the-art technology to create meaningful experiences for EVERYONE involved.

Skills & Expertise

Leadership

Culture Design
Design Ops
Team Building
Mentoring & Coaching
Stakeholder Management
Vision/North Star

Strategy

MLP Development
Roadmapping
Project Canvas

User Experience

Design Thinking
User Research
Experience/Journey Mapping
Information Architecture
User Flows
Design Systems
Usability Testing

Concept Development

Creative Direction
Visual Design
Interaction Design
Prototyping
Animation

Experience

Head of Product Design— FEVO

New York, NY (remote) / Feb 2023 to Jun 2024

- Led design strategy for a highly complex enterprise software ecosystem of merchants and customers.
- Created experimental social-commerce features securing partnerships with prominent retail brands expanding FEVO into new verticals.
- Drove organizational transformation implementing human-centered tools and ways of working leveling-up design maturity.
- Led hands-on creation of a comprehensive design system breaking down silos and improving UX quality+efficiency.
- Fostered a people-first, psychologically safe culture of continuous improvement leading to key promotions and recruitment of top-tier talent able to contribute significantly right after onboarding.

Principal Product Designer— Wayfair

Boston, MA (remote) / Apr 2021 to Nov 2022

- Led design for a zero-to-one video commerce and live-stream app bringing the fun, social, and interactive experience of traditional shopping to e-commerce shifting customer engagement from transactional to inspirational and educational.
- Envisioned a North Star for a two-sided digital ecosystem of customers and creators, strategized a roadmap, and launched a Webby Award winning MLP (Most Lovable Product).
- Operationalized a principled experience design practice as a start-up inside the enterprise.

Director Product Design—L Brands

New York, NY / Sep 2017 to Aug 2020

- Accountable for vision, strategy and execution delivering global, cross-platform, branded features and capabilities tailored to outcomes for Victoria's Secret Lingerie, Beauty and PINK BUs.
- Managed 3-5 direct reports including 2 managers and drove quarterly team OKRs. Mentored 13 UX designers and researchers.
- Led change management, supporting an enterprise-wide digital transformation effectively transitioning role/team responsibilities, and evolving our UX practice.

Education

Photojournalism

International Center of
Photography School
New York, NY

Graphic Design

School of Visual Arts
New York, NY

Bachelor of Science, Anthropology

University of Colorado
Boulder, CO

Let's Connect

LinkedIn

[www.linkedin.com/in/
hellochad/](http://www.linkedin.com/in/hellochad/)

Portfolio

www.chadhiginbotham.com/

Email

hellochad@gmail.com

Creative Director UX—Victoria's Secret

New York, NY / Apr 2014 to Aug 2017

- Drove business and customer outcomes across all digital platforms and channels for special projects, key campaign launches and major brand events (VS Fashion Show, VS Swim Special, etc.).
- Led and mentored a cross-functional team of UX Designers, Copy Writers, Researchers, Visual Designers, Engineers and Producers.

Senior Art Director UX—Victoria's Secret

New York, NY / Jun 2010 to Apr 2014

- Drove strategy and execution across all digital touch points (web, app, social, ads) for Victoria's Secret Lingerie, Beauty & Swim BUs, launched iPhone, Android and iPad apps, pioneered shopping tools and product guides, created a supermodel editorial destination, and brought-to-life all things VS Fashion Show online.
- Recruited, managed and mentored full time and freelance designers.

Creative and UX Director—MTV Networks

New York, NY / Aug 2008 to Jun 2010

- Managed/mentored a team of multi-disciplinary designers responsible for UX and design of all MTV dot-com properties.
- Evolved ad model platform integration (ex: relaunched the video player UI/UX) increasing viewer engagement with promoted content while ensuring the team kept users' interests at heart.
- Partnered with production, research and broadcast design teams and business stakeholders (Music, Shows, Movies and News) to redesign the home page supporting a channel rebranding.

Interaction Art Director—MTV Networks

New York, NY / Apr 2007 to Aug 2008

- Led visual and interaction design of co-branded advertising campaigns and live-stream & interactive video destinations.
- Adapted the MTV Shows digital platform UX/UI and visual system for early cord cutters enabling a more branded and personalized viewing experience.

Senior Interaction Designer—MTV Networks

New York, NY / Jun 2005 to Apr 2007

- Responsible for interaction, visual and motion design across MTV.com properties. Created online co-branded advertising, messaging and promotions in partnership with the Ad Sales and marketing teams.
- Led design for MVT.com re-platforming, converting it from Flash-based to HTML creating a more accessible user experience and a standardized ad model for client sponsorships.

Founder, Art Director—Shifting Planet

New York, NY / 2001 to 2007

- Founded NYC-based multidisciplinary design practice developing industry recognized creative and experiences for brands, nonprofits and agencies including Asia Society, Chase, Citicorp, CLEAR, G2 Worldwide, IBM, iVillage, MTV, and The River Project NYC.