

# Craig Millman

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## Strategic E-Commerce User Experience Leader

Collaborative, problem-solving, User Experience professional, adept at leading teams and optimizing the user experience of enterprise-level websites seeks a design-management leadership role. Proven record of leadership in challenging, high-profile projects. Consistently produce strategic solutions that provide an optimum balance of aesthetics with technical and business objectives. Articulate presentation and communication skills.

**Effective Team Management | Continuous Optimization and Growth | Roadmap Development and Management  
UX Best Practices and Process Implementation | Analytics Synthesis and Reporting**

### TECHNICAL COMPETENCIES

- Committed advocate for user-centered design.
- Proven leadership skills, effective team and project management.
- Thorough knowledge of contemporary design and web issues, including search engine optimization, paid search, 3rd-party marketplaces, user experience best practices, research methodologies.
- Proficient in systems and process design.
- Strong UX and visual design skills, concept development, heuristic evaluation.
- Photoshop, Illustrator, HTML, CMS tools, PowerPoint, basic Excel, wireframing (Figma).
- Portfolio – [www.craigspeed.com](http://www.craigspeed.com).

### PROFESSIONAL EXPERIENCE

**ANTYLIA SCIENTIFIC** ([coleparmer.com](http://coleparmer.com)), Vernon Hills, IL

**2015 - 2023**

#### Senior Manager of UX

Managed the customer experience and content of Antylia web properties, including Antylia.com and Cole-Parmer.com, an E-commerce web site with unique instances in 7 countries. Managed the UX team, Amazon Seller and Vendor offering, Paid Search, and SEO programs and agency relationships.

- Spearheaded complete re-platforming and redesign of Cole-Parmer E-commerce websites in all locations and 3 languages (English, Chinese and German). Site design was fully responsive and optimized for tablet and mobile breakpoints.
- Increased revenue 15% YoY in first year of management. Drove revenue increase for the domestic site from \$38M to \$71M in 5 years.
- Led the redesign of masterflex.com and managed that site until the division was sold for \$2.9B.
- Launched the redesign of environmentalexpress.com and antylia.com.
- Prioritized and maintained the site roadmaps, designed new site features, assigned and managed projects, led internal heuristic and metrics reviews. Collaborated with the VPs of Marketing and IT, evaluating platform technologies and defining the future of website experiences for the company.

**W. W. GRAINGER** ([grainger.com](http://grainger.com)), Chicago, IL

**2010 - 2015**

#### UX Manager, Senior UX Architect

Managed a highly collaborative team of UX Architects supporting the 13th largest e-retailer in the US and Canada, with primary focus on Account Management areas of the website. Supported teams from project kickoff through ideation and wire-frame delivery on features such as order history, lists, registration, quotes, real time availability, etc.

**W. W. GRAINGER** – *Continued*

- Supported the complete redesign of the Grainger website. \$3B in online sales in 2014. Internet Retailer B2B E-Commerce Player of the Year.
- Led the design of Grainger's Order Management System (OMS), a multi-tiered approval system for managing spend; 9K accounts registered, \$45K daily revenue. Patent awarded for the Order Management System dashboard.
- Championed internal process improvements. Led the design of the UX team's Knowledge Center repository.
- Designed the pilot for Grainger's first mobile site.

**CHESKIN**, San Francisco, CA**2005 - 2008****Senior Designer, UX Specialist**

Consultant specializing in information visualization for some of the world's most influential companies, including eBay, Church&Dwight, Del Monte, The Gap, Microsoft and others.

- Pioneered the Market-Research Portal deliverable, a website built upon an organization's customer segmentation, housing related research materials. Designed and produced 2 such sites for Kimberly-Clark, 1 for Intel and 1 for Microsoft.
- Developed company guidelines for design engagement deliverables: web development initiatives, video-reports, research-based concept development.
- Delivered UX heuristic evaluations and recommendations, information visualization.

**ADDITIONAL RELATED EXPERIENCE**

**FREELANCE**, Chicago, IL; San Francisco, CA; Los Angeles, CA

**UX Architect, Senior Designer**

**SEGASOFT NETWORKS**, San Francisco, CA

**Art Director, Senior Designer****NOTABLE**

- Cole-Parmer redesign was Finalist for Internet Retailer's 2017 B2B E-Commerce Website Design of the Year
- Patent awarded for "Systems and methods for administering customer purchasing processes" (order management system designed while at Grainger)
- Completed 14 week manager training course at Grainger
- Developed Cheskin's web consulting offering
- Awarded Dartmouth Fellowship in painting
- Listed 1996 - 1997 Art in America Artists Guide
- Competent scientific and creative writer
- Basic Spanish

**EDUCATION**

- MFA program in Media Design, Art Center College of Design, Pasadena, CA
  - Courses in editorial, systems and interaction design, theory, typography, and writing.
- **Bachelor of Arts (BA)**, *cum laude*, Dartmouth College, Hanover, NH
  - Majored in Biology; Studied art and art history; Multiple Dean's List honoree; Ecology program in Costa Rica and Jamaica; Spanish in Granada, Spain