



THOMAS ANDREW MISNER

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EDUCATION

Bachelor of Fine Arts

Rutgers University, MGSA

Focus Areas: Video Art, Sculpture,
African-American Studies

RECOGNITION

Walmart Shareholders Week Attendee

Macy's Make Magic 6 Award: Leadership

Macy's Chairman's Award: Mobile App

L2 Digital IQ Genius Rating: Macy's

EXPERTISE

Figma, Sketch

Adobe Creative Cloud & Analytics

Adobe Experience Manager

Microsoft 365

Keynote/PowerPoint

Asana, Confluence, Jira, WorkBoard

Mural, FigJam

Certified OKR Coach

Empathetic, Servant Leader

Audio/Visual Content Creator

PORTFOLIO

<http://www.thomasmisner.com>

EXPERIENCE

Catalyst Inc.

New York, 2023

Senior Art Director, Global Marketing & Communications

- ♦ Assisted a global non-profit in building workplaces that work for women and accelerating equity on all fronts
- ♦ Interim manager for 3 full-time employees and 3 freelance designers
- ♦ Provided expertise in marketing strategy, digital transformation, process optimization, global corporate engagement, resource planning, and increasing supporter enrollment
- ♦ Led design on several campaigns, including FY24 marketing efforts and Catalyst's Frontline Employee Initiative

Walmart Inc.

California, 2017-2022

Principal Manager, Strategy & Governance Office

- ♦ Managed Communications, Engagement and Change for the 500+ associates of the Walmart US Product Org
- ♦ Supported Four-in-the-Box Ways of Working, Objectives and Key Results, Training, Data Management pillars, in addition to Team Branding standards and guidelines
- ♦ Architect, administrator and content creator of the Product Org's intranet, driving traffic and generating upwards of 150+ WAU visits
- ♦ Drafted internal communications for the Chief Product Officer and senior staff, leading to a better-informed org, software adoption, and increased course registration
- ♦ Produced monthly training videos covering multiple topics, allowing busy associates to learn at their own pace

Principal Manager, Design Operations

- ♦ Provided support to the Design Org's 200+ associates in the areas of Communications, Tools Acquisition and Management, and Full-time and Contract Staff Recruitment
- ♦ Host and organizer of the Design Org's staff meetings, reaching distributed associates, creating greater team cohesion and garnering positive feedback
- ♦ Developed a "Leader Learnings" curriculum that brought together emerging managers and experienced senior leaders for monthly coursework and discussion, improving manager confidence and effectiveness
- ♦ Facilitated procurement, licensing and access to software and services for Design associates and upwards of 3000 Product and Technology partners

Principal Manager, Design

- ♦ Led 13 UX Designers and Content Strategists comprising the Core Discovery Team, supporting Global Navigation, Home and Category, Search and Browse, Product Display Page and User-Generated Content, contributing to 43% YOY growth and a Team Annual Engagement Score +11 over org
- ♦ Partnered with Design Operations to improve contractor hiring, accelerating the process and greatly improving the pool of candidates
- ♦ Initiated outreach with Creative, Marketing, Media, and Technology teams, resulting in improved collaboration and better understanding of partner functions

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MY THREE C'S

Courage

To speak your mind

Compassion

To hear the other side

Conviction

To follow through

MY INTERESTS

Personal Effectiveness

Progressive Workspace Culture

Diversity, Equity, & Inclusion

Accessibility

Long-Distance Running

Surfing, Skateboarding

Art, Cooking, Writing

Macys.com

New York/California, 2011-2017

Director of Design, Enhancements SF

- ◊ Responsible for strategizing and delivering mobile app, web and in-store experiences in a build-measure-learn environment utilizing Lean and Agile methodologies focused on monthly-released mobile web, iOS/Android app, tablet and desktop enhancements
- ◊ Continuously refined workflow processes, Lean Development optimizations and componentized design systems and software solutions
- ◊ Led a blended team of 13 Creative Design, Copy and User Experience professionals, full-time and contract, across a wide range of enterprise-level, analytics-driven customer-focused endeavors
- ◊ Team Annual Engagement Scores +20 over department
- ◊ Championed highly collaborative cohorts with equal Product, Technology and UX/Design representation to provide the best balance between business need and customer satisfaction
- ◊ Contributed to ~20% YOY growth and annual revenue exceeding \$1B

Director of Design, Mobile

- ◊ Promoted to Director of Design from previous role
- ◊ Continued partnership with Marketing and Events, while expanded influence to teams in Product, Merchandising and Tech in San Francisco
- ◊ Mentored 3 associates in Mobile Design and Personal Effectiveness
- ◊ Recognized for distinction in creating engaged, empowered teams with the 2013 Macy's Make Magic 6 Award-Leadership

Mobile Design Manager

- ◊ Converted to Mobile Design Manager from previous freelance role
- ◊ Expanded the Mobile Design Team from three full-time designers to seven
- ◊ Partnered closely with Marketing, Events, and Development to create exciting, award-winning and transactable mobile experiences for web and app

Freelance Mobile Designer

- ◊ Freelance Mobile Design role supporting the Creative Team in building mobile sitelets for fashion style features, buying guides and holiday events

Everyday Health

New York, 2007-2010

Art Director

- ◊ Led a Design team of four focused on monthly-released health, beauty, and wellness products and services
- ◊ Reinvented the company's Creative Department resulting in increased design-centric decision-making, better customer experiences, and improved internal engagement
- ◊ Personally created media assets that resulted in \$180k of revenue over 24 hours

Cliff Freeman & Partners

New York, 2006-2007

Design Director

- ◊ Managed the Production department and a rotating team of full-time designers and copywriters at an award-winning agency
- ◊ Contributed to new business pitches, resulting in client acquisition
- ◊ Rebranded the agency's logo, website and all communication materials