

# CHRISTOPHER BUTLER

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## JPMorganChase – User Experience Designer

Jul 2024 – Present

- Scaled Chase Payroll from 0 to 1 by designing flexible payment options for ~2K employees, enabling tens of millions in payroll
- Re-architected user flows in collaboration with partner Gusto Payroll, driving +250% payroll volume and 5x monthly revenue
- Led end-to-end experience strategy for Chase Payroll's expansion into Business Banking; unified two separate user flows into a single adaptive Figma prototype, aligning product, engineering, and content, and setting a standard for scalable design across the org; presented to the CEO of Consumer & Community Banking
- Delivered four features for a cross-product insights dashboard connecting Chase for Business products; drove a 72% increase in page views and enabled access for millions of users
- Designed a homepage connecting five payment channels, increasing payment volume by reducing enrollment drop-off and improving post-onboarding engagement for 140K+ small business merchants processing nine-figure monthly volume

## Butler Experience Design – Business Owner

Aug 2023 – Present

- **MIT Media Lab**, designed an event management app for MIT Media Lab used by 600+ tech trailblazers; designed marketing collateral on social media/website that attracted sponsors (Meta, Snap, Qualcomm, Red Bull) to increase funding by 50%
- **Mod Tech Labs**, designed and user tested a prototype for a 3D AI SaaS platform, increasing usability by 60%
- **Bread & Butler**, designed website, business cards, and marketing collateral for family interior design business

## Deloitte – Consultant

Aug 2022 – Jul 2023

- Harmonized user experience by aligning business and functional requirements for the firm's largest enterprise client
- Created user flows depicting marketing touchpoints in Hewlett-Packard software; reduced employee onboarding by 3-4 weeks
- Empowered clients in understanding their users by creating a Customer Data Platform (CDP) Vendor Overview, encompassing 30+ vendors; presented to 275+ practitioners
- Responded to RFPs for Ford Motor Company and McDonald's to collaborate with our Marketing Cloud team
- Designed a dashboard for a Marketing Integration Divestiture; included status reporting, timeline, and data management
- Founded Miami's Retail & Consumer Products Community; hosted events and promoted networking; 500+ practitioners joined

## Nielsen – User Researcher

Dec 2021 – May 2022

- Placed 1st in a nationwide case study competition that evaluated the pandemic's impact on US shopping shifts and presented findings to the Procter & Gamble team; \$10K reward

## Kantar Group – User Researcher

Jul 2021 – Aug 2021

- Authored a market insights deep dive, which examined shopping trends of home improvement consumers indicating consumer segmentation, project triggers, and purchase types; retailed for \$12K
- Introduced SEO algorithm based on recency and popularity for KantarRetailIQ.com; approved by SVP of Global Data

## Tinuiti – Marketing Campaign Manager

Feb 2021 – Jul 2021

- Created, executed, analyzed, and optimized 20+ digital marketing campaigns (Google, Facebook, Amazon)
- Analyzed search, shopping, and social campaigns for clients GameStop, Etsy, Doc Martens, etc.; measured performance indicators (clicks, conversions, impressions) on Google Ads/Facebook Business Manager/Google Analytics

## SKILLS

User Experience Design, Visual/UI Design, User/Market Research, Digital Marketing, Marketing Analytics, Data Analytics, Data Science, Vibe Coding, AI-Driven Prototyping & Development, Business Strategy, Consulting

## TOOLS

Figma, Adobe Creative Suite, LLMs, Tableau, AWS Machine Learning, GitHub Copilot, Microsoft Office (Excel, Word, PowerPoint)

## EDUCATION

BBA, Magna Cum Laude – Marketing and Business Analytics – University of Miami – 2022

User Experience Design Immersive Bootcamp – General Assembly – 2023