



Nathan Chapman

chpmn.com 402 719-7417

A leader, mentor, and cross-functional designer for the past twelve years, focusing on delivering valuable experiences driven by user insights.

Verizon Lead product designer

May 2021 - Current

Leading a cross-functional team responsible for creating new customer experiences across five products in home networking for Fios broadband and 5G Home wireless. Highlights include leading the transition of the My Fios app, My Verizon app, and the Verizon Fios/5G Home router from an antiquated design system to the modern Verizon design system and improving our customers' experience with user testing.

Pixel Legion Founder and Director of Experience design

May 2020 - May 2021

An educational platform aimed to give customers a path to build a career in video game-related roles by plotting a personalized skill tree to follow.

- Led the company to explore new strategic product development initiatives. Highlights included developing the first its kind skill-tree platform that gave students a method to customize new skills based on their interests.

Comcast Lead experience designer

Nov 2018 - May 2020

Led a team of cross-functional designers, developers, and QA engineers to identify and build an educational system for developers to learn, test, and deploy streaming applications for Firebolt SDK-powered set-top boxes.

- Led the effort to create a scalable brand and design language across four products and their experiences
- Shaped the team culture by including all business partners in the discovery phases that collected user insights to drive business decisions

Townsquare Media Senior experience designer

May 2016 - Oct 2018

- Partnering with design leads, we taught business partners about structure, process, and culture around user-centric design guidelines and principles.
- Led strategic initiatives for research, design, and branding. Highlights include building a customer relationship manager that immediately reduces churn by 75% and maintaining a low rate averaging around .375%. Communication between teams increased, leading to sales growth of 35% each quarter.

Dancker Experience designer (Short-term contract)

Feb 2016 - May 2016

A Steelcase furniture website aimed at providing services overview and a portal to track and manage orders.

- Working with key business stakeholders and partners, we created a new website driven by customer insights. The improvements laid the groundwork for the company to expand into three new markets and increase sales by seven percent yearly.

— *Continued*



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— Previous experiences

- Art & Soul Beads** Principal Product designer Aug 2010 - Sep 2015
eLearning startup and E-commerce platform for jewelry and beads
- Art Move Magazine** Principal Product designer Sep 2014 - Sep 2016
Magazine startup for regional art news, event coverage, and artist editorials
- Vigilante** Co-Founder and Director of Experience design Jul 2013 - Jun 2014
Marketing agency for early-stage startups
- Hip Pocket** Co-Founder and Director of Experience design Sep 2012 - Aug 2013
A Fintech startup, our tool auto/home mortgage refi tool for banks
- Express Quote** Principal Product designer Jun 2011 - Feb 2012
A startup focused on creating a seamless method for contractors to order Jobsite materials from suppliers and compare quotes and order electronically.
- Chapman Studio** Owner Jan 1999 - Feb 2013
An client focused agency. Highlights included web, visual, and e-commerce design
- American Games** Junior Graphic designer Nov 1997 - Jan 1999
A Pull-tab lottery game manufacturer, the role included creating icons and pull-tab games.

— Noteworthy mentions

Groups

Design Sprints NYC
Firstmark Design Driven NYC
Louisville UX
Nebraska UX
Nmotion

Awards

2014 Art History
Award, Nebraska Art
Council

Education

Southeast Community
College | Milford, NE
Associate of Applied
Science Graphic
Design
1996-1997