Christopher Devine

Experience design leader. Your design exists to be used.

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EXPERIENCE

G2O, Columbus

UX Director, October 2021 to present

Design and technology consultancy. Led experience design across client engagements, with teams of 2 to 20 depending on the account.

- Led UX research and embedded product design for regulated clients in life sciences and medical devices, working inside their product and engineering teams. Case study available on request.
- Helped win new business, including a life sciences research engagement, ongoing State of Ohio work, and an eighteen-month AI engagement for a restaurant supply company.
- Ran the Figma organization and built the workflow for handing designs to external client developers.
- Built G2O's document and presentation template systems.
- Used AI daily: shipped imovepixels.com with Claude Code on Cloudflare, and built Figma components through an MCP pipeline.
- Mentored designers and strategists on presentation quality and client goals. Several have since moved into roles at Cardinal Health, Merkle, JPMorgan Chase, and Medical Mutual of Ohio.

GSW, Syneos Health, Columbus

October 2015 to October 2021. Healthcare advertising. Returned to the Syneos family as Director of Innovation, reporting to GSW's SVP of Innovation.

Creative Experience Director, April 2019 to October 2021

- Proposed the role to our head of creative and was the first to hold it: a creative lead responsible for the experience from first concept through build, across Brand Creative, Technology, and Innovation.
- Led complex digital work through MLR review and Veeva delivery, including an iCVA and support materials for Takeda.
- Designed and ran the Humatrope workshop for Lilly.
- Built digital design capability across the creative department: training, resources, and standards.

Sr Art Director, 2017 to April 2019

Moved back to the creative team to lead UX and UI on the Prolia site finder for Amgen, while continuing to support Innovation.

Director of Innovation, October 2015 to May 2019

- Experience lead on VR and AR trade-show experiences and proofs of concept for Lilly and Ethicon, paired with the agency's technology director.
- Innovation work across Lilly, Ethicon, UCB, Zimmer, Astellas, and Novo Nordisk: workshops, prototypes, and emerging-tech pilots.
- Built and ran ideation workshops using design thinking and agile methods.
- Produced thought leadership on healthcare and digital trends.

Clutch (now G2O), Columbus

Sr Art Director, 2014 to 2015. An interactive medical supply library for Cardinal Health, ecommerce for Worthington Industries, and a training program for Victoria's Secret.

Blue Diesel (inVentiv Health), Columbus

Art Director, 2007 to 2014. Digital work for pharma and medical device brands, including the Ethicon surgery video library and iCVAs for Concerta (Janssen) and Strattera (Lilly), delivered on Veeva.

CLIENTS

Lilly, Amgen, Pfizer, Biogen, Takeda, Janssen, Novo Nordisk, Astellas, UCB, Ethicon, Zimmer, Cardinal Health, Nationwide Children's Hospital, Medical Mutual, State of Ohio, Commonwealth of Kentucky, Ohio State University, Nationwide, Grange, Worthington Industries, Victoria's Secret, Disney, HP, Special Olympics, American Greetings.

SKILLS

Creative leadership, experience strategy, UX/UI, research and usability testing, prototyping, workshops, design systems, accessibility, MLR and Veeva, building with Claude Code, Cloudflare, Astro.

EDUCATION

Marietta College, 2004. BA Graphic Design, BA Studio Art.