

JUAN CHARVET

EXPERIENCE & DESIGN STRATEGY

Young & Rubicam :: Director of Experience Strategy, North America

1 / 2015 – Present

Responsibilities

- Spearhead the Experience Strategy practice across Y&R North America through core offerings of social listening, user experience strategy & design, and digital and social media strategy.
- Manage a team of full-time staff and freelancers.
- Develop solutions across the client portfolio that drive people to build meaningful brand relationships through deeper engagement, immersive experience, utility value, and personalization.
- Lead integrated communications planning, channel strategy, content strategy, content marketing strategy, social strategy, and digital strategy.
- Consult our clients and establish partnership with other business units in their organization.
- Energize new business pursuits.

Highlights

- Transformed Y&R beyond its roots of traditional advertising to perform as a consultancy.
- Established the following practices: user experience, digital/engagement strategy, and data strategy.
- Standardized how the agency plans, structures, and operationalizes integrated and digital work.
- Earned an additional \$2MM of fee revenue beyond our initial retainer for Optum in one year.
- Contributed to the \$415MM Census 2020 win, the largest scope of work in advertising for the last 3yrs.
- Led the pitch that won the AOR for Cirque du Soleil.
- Inducted into WPP Partners Programme & receptor of the Executive Grant for agency contributions.
- Main Clients: Optum, MD Anderson, Pepperidge Farm (also contribute across all Y&R accounts)

360i / Dentsu America :: Technical Director

4 / 2013 – 1 / 2015

Responsibilities

- Manage UX designers, developers, QA, & vendors to execute high-fidelity experiences within set scope.
- Contribute to and lead user experience, including interaction design, functional requirements, content strategy, content audits, and responsive design rules.
- Be the responsive design thought leader and Google Analytics expert for the agency.
- Manage the contracting and scoping of new projects, translating business objectives into detailed SOWs.
- Clients: Canon USA, Mondelez International, Ben & Jerry's, Harlem Children's Zone, New Orleans Tourism Marketing Corp.

Highlights

- Grew Canon account from \$8MM to >\$40MM in one year, from being the sole digital team member to having three producers, a UX lead, and full dev team.
- Led Ben & Jerry's CityChurned.
AdWeek Coverage: <http://bit.ly/RYSjtV>
- Led the Canon Cinema EOS camera line redesign: <http://cinemaeos.usa.canon.com>. Increased traffic and time spent 300%; drove 20% of viewers to conversion pages.
- Harlem Children's Zone: <http://hcz.org> retains 30% more users, 50% increase in time spent.

frog :: Associate Technology Director

10 / 2010 – 2 / 2013

Responsibilities

- Consulted for Fortune 100 clients, leading participatory design workshops, technology research, solution architecture, digital strategy, and end-to-end implementation management.
- Lead rapid prototyping and production implementation of experiences designs across mobile, desktop, web and embedded applications.
- Maintain creative integrity through implementation.
- Engage QA team, monitor test plans & requirements.
- Assist management of frog NY technology team.
- Mentor creative team on responsive design.
- Contribute to business development and portfolio, including client/business reviews, pipeline analysis, crafting proposals, approaches, and SOWs.
- Clients: Comcast, Pepsico/Gatorade, Bloomberg, GE, Estee Lauder, Juniper Networks

Highlights

- Launched Comcast's rebrand after its acquisition of NBCUniversal, including a responsive web presence at <http://comcastcorporation.com>
- Bloomberg LP featured as Fast Company's Infographic of the Day: <http://bit.ly/1niji22>
- Transformed GE Ecomagination into a content publishing platform: <http://bit.ly/2cloRfB>.
- Designed the user experience for the FoundationOne genomic profiling software for late-stage cancer.
- Launched Estee Lauder parent website <http://www.elcompanies.com> and intranet application.
- Developed a wearables and digital ecosystem strategy and roadmap for Gatorade.

VML / Y&R :: Lead, Technology

09 / 2007 – 10 / 2010

Responsibilities

- Provide technology thought leadership and be the voice of technology to clients.
- Scope and forecast projects and allocate resources.
- Delegate projects and manage the VML NY technology team to ensure delivery.
- Lead interaction design, art direction, technology strategy, and development.
- Mentor teams on creative technologies like tangible and sensor-based interfaces.
- Define technical architecture and development best practices.
- Clients: LG, Xerox, Accenture, ESPN, Virgin Atlantic, Dannon, Adidas, Burger King

Highlights

- Led ideation and development of all digital components that generously contributed to the revenue to Xerox's \$80MM "Real Business".
- Started VML Technology in NY. Led staffing and recruiting to grow from three to 20 members.
- Concepted and art directed the 2008 ESPN ESPYs and Adidas 2008 Beijing Olympics websites, which both received awards including Gold ADDYs.
- Managed multiple projects utilizing offshore resources in other offices and/or third party vendors.

WellcomeMat

Partner, Rich Media
03 / 2006 – 09 / 2010

Imaginary Forces

Consultant, Interactive Services
01 / 2006 – 09 / 2010

Cog1

Freelance Application Developer
06 / 2006 – 09 / 2007

Red Tettermer

Interaction Designer
08 / 2004 – 02 / 2006

Philadelphia University

Adjunct Professor & Mentor
01 / 2005 – 12 / 2005

I-SITE, Inc

Interactive Developer
2003 – 2005

EDUCATION

University of The Arts

BFA , Multimedia

PROFICIENCIES

Team Management & Mentorship	Creative Technology Direction	Social Media & SEO
Project & Product Management	Qualitative/Quantitative Analysis	Adobe CS
Design Thinking / Design Research	Analytics Strategy & Reporting	JavaScript (jQuery, nodeJS)
Experience Design & Strategy	Solution Architecture	HTML5
Interaction Design	Software Consulting	CSS (LESS, SASS)
Responsive Web Design	Software Development Life Cycle	Flash & ActionScript
Information & Graphic Design	Content Strategy	Version Control (SVN, git)
User Interface Design	Digital Strategy	Microsoft Office
User Centered Design	Technology Strategy	Creative & Contractual Writing
Usability Testing	Mobile Strategy & Design	Digital Photography (RAW)
Information Architecture	Database Design	Adobe Lightroom

HONORS & AWARDS

Ben & Jerry's CityChurned	LG "Give it a Ponder" Campaign	OfficeDepotRacing.com
AdWeek coverage	Cannes Lion	Gold ADDY
Bloomberg LP	Virgin Atlantic "Upper Class"	LG Fame
Ace Award Best Corporate Site	Cannes Lion	Gold ADDY
FastCo Infographic of the day	ESPN ESPYs.tv	Jagermeister.com
Xerox "Real Business" Campaign	Gold ADDY	FWA Site of the Day
Best of Interactive ADDY	ESPN EURO2008	Adidas Beijing
IAC Best B2B Integrated Campaign	Gold ADDY	WebAward, Best of Industry
IAC Best B2B Interactive App	CommArts Pick of the Week	Gold ADDY