

Hello, I'm Stephen Riley. Nice to meet you.

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My aim is to create intuitive yet joyful experiences people will remember.

I achieve this through an obsession with my audience – their hopes, dreams, and intentions.

This obsession leads to strategic insights, mapping the way to a true intersection of design, strategy and technology, serving the needs of both the audience and the business.

skillset

USER RESEARCH	★★★★
VISUAL DESIGN (UXD)	★★★★
UX ARCHITECTURE	★★★★★
UX STRATEGY	★★★★
HEURISTICS	★★★★★
RELATIONSHIP BUILDING	★★★★
ANALYTICS & TESTING	★★★★

education

BFA, *University of Illinois*



Certified HCD Instructor
LUMA Institute (HCD)

experience

Aug 2016 »

Senior User Experience Architect, *Allstate*

Leading user experience for a major product at Allstate, and serving as a single point of contact and partner with business teams to drive a significant improvement in UX and business result.

- » Led development of a holistic UX strategy to provide the team with a clear and actionable vision for improving the end user experience
- » Drove a mobile-first approach to UX improvement, leading to a 60% lift in NPS score and metrics examining intent to purchase and trust

June 2008 »

Founder, *From a Great Height*

Built a UX and design consultancy to help clients large and small better understand and serve their audience through human-centered design.

- » Developed end-to-end prototypes, from audience research to high fidelity design, to help clients lock in investment in product ideas across a range of industries

Sept 2015 » Jun 2016

Group Creative Director, *Wire Stone*

Led the largest creative group in the Wire Stone network, driving the principles of customer engagement across a group of clients and across the network, from video content development to holistic campaigns.

- » Serving as the lead creative for Fortune 500 clients like Motorola, developing creative from retail engagements to video-based content

Nov 2013 » Sept 2015

VP, Director of Digital, *Ryan Partnership*

Focused on transforming the agency into a user-centric mindset and inventing practices to help the agency better serve its clients and its clients better serve its consumers.