



GREG HILL

DESIGN LEADER

gregjwhill@gmail.com

415.264.4460

www.ghillustration.ca

[linkedin.com/in/gregjwhill](https://www.linkedin.com/in/gregjwhill)

HEAD OF DESIGN

STEP MOBILE

April 2019 – present

- Led product design, brand identity, and growth strategy that contributed to Step gaining millions of users since its launch in October 2020.
- Owned and communicated the creative vision for a product that includes; a mobile application, website, social media presence, print material, marketing creative, and educational content.
- Built and managed a team of artists, product designers, visual designers, and researchers.
- Collaborated closely with engineering, product, and organizational leaders to shape company strategy and values.

HEAD OF DESIGN

DROP FITNESS

April 2018 – December 2018

- Oversaw and developed a long-term product and design strategy for a physical space and mobile product
- Designed and collaborated cross-functionally to implement a more effective production process.
- Led cross-functional teams in developing and documenting product specs for the mobile application.
- Managed quality across the mobile product and physical space, working with third-party engineers and architects.

ASSOCIATE EXPERIENCE DESIGN DIRECTOR

WORD WITH FRIENDS, ZYNGA

June 2016 – April 2019

- Winner of the annual "Spirit Award" for the largest individual contribution to the product "New Words With Friends" (chosen out of 2000 employees in January 2015).
- Created the visual language, information architecture and major UX systems for 'New' Words With Friends. Which grew an audience already in the millions by 30%.



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ASSOCIATE EXPERIENCE DESIGN DIRECTOR

WORD WITH FRIENDS, ZYNGA

June 2016 – April 2019

- Part of the Zynga Experience Design leadership council that mentored and educated designers across the company.
- Guided, communicated, and promoted user-centric design processes across the entire company.

LEAD EXPERIENCE DESIGNER

WORD WITH FRIENDS, ZYNGA

January 2015 – June 2016

SENIOR EXPERIENCE DESIGNER

ZYNGA

July 2011 – January 2015

UI / UX DESIGNER

FIVE MOBILE

March 2010 – July 2011

- Led the design of The Globe Investor app, which was listed as Apple Canada's #1 finance application at the end of 2011.
- Designed approximately 15 different mobile applications for major Canadian corporations on Android, BlackBerry, and iOS platforms.
- Created flows, wireframes and visuals based on a user-centric philosophy.
- Mentored and directed junior designers and third parties.
- Collaborated with stakeholders and clients to create successful products that met their business objectives.

DESIGN SPECIALIST

SYNCAPSE

March 2008 – March 2010



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DESIGN SPECIALIST

SYNCAPE

March 2008 – March 2010

- Started as the sole designer for Syncapse and helped land clients such as RIM (BlackBerry), Lavalife, Sony Pictures, and others.
- Designed graphics, gave art direction, and created UX for corporate clients on various platforms.
- Worked with media such as Facebook, Myspace, standalone sites, online ads, content management systems, and print material.
- Utilized HTML, CSS, and Actionscript to implement front-end UI.

WEB / GRAPHIC DESIGNER

GROOVE GAMES

August 2007 – March 2008

- Designed web banners, new features, and packaging for multiple video games.
- Created Flash interfaces / animations for marketing promotions and events.
- Contributed to a major site redesign, updating visuals and UX.

ILLUSTRATOR / DESIGNER

SCOTT PAGE COMMUNICATIONS AND DESIGN

April 2006 – August 2007

- Designed and did front end development for a variety of websites and advertising campaigns.
- Worked on Storyboards, and did concept illustrations for ad agencies pitching TV commercials to clients.
- Created print material for ads and brochures. Worked directly with printers to optimize design solutions.