

Christopher Vice

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Career highlights

Head of Design, [Studio Science](#), Raleigh, NC, + Indianapolis, Indiana

October 2015 – January 2025

- Directed design for accounting industry organizations including Vena Solutions software, as well as Rightworks, and Rootworks. I partnered with Darren Root, founder of the premier CPA practice management consultancy on several major projects. Other clients included Salesforce, JP Morgan Chase, Gallup, Cummins, Salesloft, Code42, Everfi, Zix.
- Led the design teams to deliver client solutions for brand strategy and design, identity, web and app design, visual communication design, marketing communications for print and digital including advertising, social media, publications, events, presentations; Managed six directors as the head of a 50+ person design organization fostering a culture of collaboration and innovation; Set clear performance expectations, provided feedback, and supported team members' career growth.
- Grew revenue of brand consultancy by 10 X; Grew the profitability and profile through strategic repositioning of services— from a regional agency focused on creative design for SaaS tech startups— to a national consultancy delivering customer experiences for global enterprises; Developed, directed, and delivered new and recurring business pitches, wrote detailed delivery proposals, estimated time/cost of services; collaborated with sales team to win and grow the business.
- Championed design thinking across the 100+ person agency, driving a user-first culture in product development; Defined and advanced industry trends as a thought-leader by publishing and speaking.

Founding Partner (start-up co-owner), [Fit Flex Fly](#), Indianapolis, Indiana

January 2012 – October 2015

- Developed customer experience, brand strategy, logo, website, and social media presence for premier boutique fitness studio; managed daily marketing activities to grow business to over \$1 million in revenue in the first year.

Academic Department Chairperson, Associate Professor (with Tenure), [Indiana University Herron School of Art & Design](#), Indianapolis, Indiana

August 2002 – December 2012

- Founding leader of internationally recognized graduate program in Design Thinking; Led the charge in transforming IU Herron School of Art and Design by launching the first graduate degree program in 40 years.

Vice President Brand Marketing, Sapient (now [PublicisSapient](#)), New York, New York

- Directed three global teams in integrated brand strategy at S&P 500 consulting firm.

Executive Creative Director, The Designory/Pinkhaus (divisions of BBDO), Miami

- Developed, directed, and delivered new and recurring business pitches, wrote detailed delivery proposals, estimated time/cost of services; directed agency staff (designers, copy writers) to develop brand strategy and marketing creative for clients including Mercedes-Benz and Citibank.

Vice President Creative, Brooks Brothers Clothiers, New York, New York

- Directed advertising, marketing, and communications for a prestigious national fashion retailer.
- Led brand strategy, identity, and omni-channel marketing campaigns, ensuring brand voice consistency and impactful marketing materials; collaborated with cross-functional teams to drive successful in-store retail environments, catalogue, and online marketing initiatives.

Design Director, Desgrippes Gobé, New York, New York

- Managed ongoing consulting relationships with luxury brands (Bvlgari, Boucheron, Mark Cross, Movado Watch) and leading fashion retailers (Abercrombie, Brooks Brothers, Victoria's Secret, Bath & Body Works) to enhance their brand strategy and creative campaigns.

Education

Certificate: "Business Perspectives for Creative Leaders"

Harvard Business School, Harvard University

Cambridge, Massachusetts

Executive continuing education (on-campus; cohort-based intensive program)

Master of Fine Art (Graphic Design)

California Institute of the Arts

Los Angeles (Valencia), California

Bachelor of Environmental Design (B.Des)

North Carolina State University

Raleigh, North Carolina

Design awards

2007 American In-House Design Awards: Graphic Design USA Awards Annual. New York: Graphic Design USA; 2007.

Typography 17: The Annual of The Type Directors Club / Annual Review of Design in 1995. New York: WatsonGuptill Publications; 1996.

'International Annual of Design: Promotional Design.' *HOW Magazine*, vol. XI, no. 2 (April 1996): 61.

'International Annual of Design: Corporate Identity.' *HOW Magazine*, vol. XI, no. 2 (April 1996): 106.

'International Annual of Design: Advertising.' *HOW Magazine*, vol. X, no. 2 (April 1995): 64.

'International Annual of Design: Advertising.' *HOW Magazine*, vol. IX, no. 2 (April 1994): 108.

The 100 Show: The Seventeenth Annual of the American Center for Design. American Center for Design. New York: Watson-Guption Publications, 1994.

Thought leadership: articles and presentations

Article: '[Remove CX Friction With a People-Centered Design Process](#).' Studio Science, September 2, 2024.

Article: '[The Rise of Service Design in the Public Sector](#).' Studio Science, November 4, 2024.

Presentation: 'Stop Buying Mouse Traps to Fix Your CX Problems.' Chief Experience Officer Exchange, Chicago, Mar 4, 2024.

Judge: [ReWorked Impact Awards](#) to celebrate exceptional work in the field of the employee experience; peer review judge, 2024.

Interview: [2020 Innovation Issue: A Q&A with design thinker Christopher Vice](#), Indianapolis Business Review, May 29, 2020.

Presentation: 'Service Design Thinking: Could you gimme an AND over here?' Interaction Design Association, IxDA Indy, Design Week, October 6, 2018.

Keynote: 'Design Thinking: How this Concept Creates Opportunities within the Integrated Practices of Design and Business.' The 32nd International Design Management Conference, Thinking Ahead: The Changing Role of Design and Design Management in Business. Williamsburg, Virginia. • Sep 22, 2007.

Article: 'Learning to Work in Teams.' The State of Design Management Education, Design Management Institute Review, Volume 18, Issue 3 (2007): 75–81. • Jul 1, 2007.

Article: 'Viewpoint: Creativity is Key to Competitive Advantage.' *Indianapolis Business Journal*, vol. 26, no. 15 (June 20 - June 26, 2005): 11.

Article: 'Viewpoint: Trust In Institutions Depends On Clear Communication.' *Indianapolis Business Journal*, vol. 25, no. 29 (September 27 - October 3, 2004): 13A.