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Summary

A proven leader with 26 years experience in team leadership and all things digital – digital marketing, strategy, design and development.

Areas of Expertise

- Leading large cross-functional digital marketing and production teams
- Deep subject matter expert in all areas of digital production, from concept to delivery
- Business and marketing strategy for digital channels
- Certified BPM (Business Process Management)
- User Centered Design Process Master (coach/practitioner)
- Agile and Lean methodologies
- Supplier and Vendor Management
- Corporate Governance and Policy Management
- General Business Management
- People and Performance management, budget management
- Startup Experience – extensive experience in the startup of digital production teams and companies
- Graduate of The d.School, Design Thinking Bootcamp, Stanford University

Experience

Founder

Pure Mountain Logic, LLC

September 2016 – Present

Pure Mountain Logic, LLC is a full service digital marketing company offering Digital UI and UX Design, Web Design, Development and Hosting, as well as Digital Strategy Consulting. As founder, I am responsible for all business operations as well as primary performer for services offered.

Accomplishments:

- Founded company
- Designed and built the company's online presence – web, mobile web and social
- Set in place all infrastructure
- Acquired initial accounts and projects
- More to come!

Director Digital Platforms

Allianz Global Assistance

April 2015 – June 2016

As Director of Digital Platforms, responsibilities included leading the strategy, implementation, and governance of multiple customer-facing platforms that span the web, email, and mobile channels.

Accomplishments:

- Lead Product Owner and Strategist for the development of TravelSmart – the primary mobile application for Allianz Global Assistance (launched April 2016)
- Lead Product Owner and Strategist for the re-design and development of Allianz Global Assistance's new corporate web site.
- Led innovation efforts for API strategies and hybrid mobile web design

- Managed contract developers and vendors for the major projects mentioned above

Director, Digital UI Design

Capital One Financial

March 2006 – June 2014

As Director of UI Design, responsibilities included the overall management and direction of Capital One's Digital User Interface Design teams. In addition, responsible for influencing key senior executives across the enterprise up to and including the CEO for strategic direction and innovation for digital design.

Accomplishments:

- Led the growth of the UI Design team from 7 designers in 2006 to more than 50 designers in 2013
- 2 years as Performance Management Champion for entire Digital Organization
- Managed a budget of \$4.5MM
- Managed large contract labor force and associated contracts (ex. Celerity, Profiles, Aquent)
- Established the UI Design & User Centered Design curriculum at Capital One University
- Designed and put in place scalable production processes - increasing efficiency and speed to market
- Developed recruiting and interviewing methods that lead to the hiring of top talent
- Created overall design governance system and documented UI design standards for all Capital One digital properties
- Led two complete redesigns of CapitalOne.com including re-branding
- Led the UI Design team that launched Capital One's mobile applications (phone and tablet)
- Led the UI Design integration for major acquisitions (Hibernia Bank, North Fork Bank, Chevy Chase Bank and ING Direct)
- Three time recipient of the Circle Of Excellence Award (Capital One's highest Associate recognition award) for the following accomplishments:
 - Led the UI Design effort for a complete redesign of Capital One's customer-facing online servicing environment
 - Instrumental in developing new online sales strategy for Capital One's US Card division through user-centered design methods and customer-back empathy research
 - Initiated and led the effort to re-deploy the entire CapitalOne.com web site as a *responsive* design, allowing the web site to render optimally on all web devices – mobile and desktop. This effort put Capital One out in front of all other major financial institutions for this technology and yielded the following results:
 - Mobile drop off decreased by 15% within first 24 hours
 - Mobile traffic increased 2.5X on average
 - Product conversion up for US Card Division increased 8% on mobile, up to 17% on tablet
 - Page views per visit increased by 42% by mobile users
 - Repeat visits are up 10% by mobile users
 - Mobile consumption and time spent on site by mobile users increased 5X (from < 1 minute to > 5 minutes)
 - Mobile account servicing login increased 3X

Founder, President and CEO

Davies New Media, Inc.

January 1995 – March 2006

Davies New Media, Inc. (DNM) began producing for the World Wide Web in January, 1995. DNM grew into one of the top web design and development shops in the Mid-Atlantic region. In the eleven years that DNM operated, the company designed and developed web sites for clients located throughout the United States, and even across the Atlantic Ocean with customers in the United Kingdom and France.

Accomplishments:

- Started and ran the company for the entire life cycle without incurring any debt at all
- Grew revenue at the rate of 30% annually for the first six years straight
- Won local and national awards for web design
- Created infrastructure to offer complete Web services including design, development, hosting and maintenance
- Hired and managed a team of 7 full time employees with no attrition for the life of the company
- Design and developed more than 200 web sites including sites for more than 100 clients like:
 - SunTrust Bank
 - Eskimo Pie Corp.
 - Ethyl Corp.
 - KPMG
 - Brinks
 - Pittston Corp.
 - Reynolds Aluminum
 - AMF Worldwide

Senior Interactive Producer
The Martin Agency / Martin Interactive

1994 – 1995

Responsibilities were to help define and establish the new interactive division of the agency, assist in the hiring and management of new developers and outside contractors, act as the sales lead on new business pitches, and fill the roll of lead production/project manager for all interactive work at the agency.

Accomplishments:

- Established production procedures and infrastructure for the agency's new interactive division
- Hired and managed top level programmers and production talent
- Played a key role in acquiring and producing the division's first major project, Coca Cola's initial web presence, (CocaCola.com) generating more than one million dollars in revenue for the interactive division
- Produced web sites for Seiko, Amgen, Banc One and Marriott to name a few

Senior Interactive Producer
O'Keefe Interactive

1993 – 1994

Played a key role in establishing the interactive division of O'Keefe Marketing and Advertising. Responsibilities included technology research, equipment acquisition, new business development and lead producer/developer for all interactive projects.

Accomplishments:

- Assisted in establishing one of the first interactive divisions for an advertising agency in the U.S.
- Assisted in the growth of the agency from twelve employees to more than forty
- Co-producer for the CD-ROM project that won the inaugural first place award for interactive work in The Richmond Show
- Created production flow and procedures for interactive and multimedia marketing projects
- Assisted in the design and development for one of the first corporate web sites on the World Wide Web

Co-Founder / Vice President
Interactive Solutions, LLC

1991 – 1993

As a pioneer in pixel-based marketing, responsibilities were focused on research and development of new marketing methods using digital media. Other responsibilities included all sales and new business presentations, lead art director and interface designer.

Accomplishments:

- Interactive Solutions became one of Macromedia's key beta test facilities for Macromind Director.
- Developed one of the first touch-screen kiosk systems
- One of the first multimedia production shops in the US producing interactive CD-ROM's and digital video

Education

Chowan University, North Carolina

Degree: Graphic Arts and Communication

Fork Union Military Academy

High School