

## David Walker-Lečić

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### Product Experience Leader, Thinker & Maker

A strategic creative leader with 15+ years of multidisciplinary experience; spanning creative leadership, product delivery, design, business transformation, and team management. Striving to create at the intersection of innovative and intuitive design solutions. Well versed in the agile framework while leading and collaborating with internal and client partners to solve strategic product delivery challenges aligning business goals with human-centered needs. Equally dedicated to the growth mindset of developing teams and mentoring the next wave of product leadership.

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Product Management · Experience Strategy · Product Design · User Experience · UX Research · Design (UX)  
Product Innovation · Customer Insights · SAFe Agile · Creative Leadership · Service Design · Visual Design

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### Professional Experience

#### A1M Solutions, Senior Service Designer

Minneapolis, MN (Remote) – Nov, 2024 to present

- Supporting the HCD Team as we help the Center for Medicare and Medicaid build a new prescription drug transaction facilitation tool for drug manufacturers and dispensing entities.
- Advocating for the user goals, motivations, and behaviors by delivering personas and journey maps that align with the product team's vision.
- Building inclusive, respectful key stakeholder relationships to effectively drive cross-pollination, idea generation, and collaboration.

#### VSA Partners, Director, Experience Design

Chicago, IL – May, 2023 to June, 2024

- Guided and built the product design practice and experience strategy teams at VSA.
- Developed product strategy for new business growth presentations & client workshops.
- Oversaw end-to-end product design and development for Google, Chicago Public Media, and Dimension Energy.

#### Publicis Sapient, Experience Director & Strategist

Minneapolis, MN – July, 2014 to March, 2023

- Advised on the experience strategy product roadmap and service blueprint as an advocate of senior Medicare customers for Humana health insurance.
- Partnered with Optum Rx product teams to reimagine their end-to-end prescription experience through customer research, creative concepts for testing validation, and development of a 2-year delivery roadmap.
- Transformed how Cargill delivered commodities globally and overhauled how business customers purchase ingredients in the US and Canada with a more familiar B2C experience.
- Spearheaded 2 successful app campaigns for McDonald's: 'Shake a Gift' Campaign generated \$3.14MM in gross revenue in only 2 weeks, and the 'McCafé Quiz' generated an additional \$3.4MM.

- Facilitated design sprints with the product, technology, and customer experience teams at Starbucks to create a new app called 'Marketplace' that provided both food ordering for in-store and delivery.
- Shaped the overall experience strategy for US Bank's small business teams by facilitating journey workshops and persona creation that identified key customer self-service opportunities.
- Assisted in charting a strategic vision of a new inventory management tool for Medtronic that later blossomed into a fully integrated product experience that is in use today.
- Oversaw the creative and strategy product teams for Comcast Business Mobile and streamlined their 'agent experience' for sales and support across all digital and physical touchpoints.

#### **North American Media Group, Executive Creative Director**

Minneapolis, MN – September, 2012 to November, 2013

- Led all creative strategy initiatives that included a complete rebranding of their corporate identity and oversaw their 8 membership clubs and the 30+ creatives that supported them.
- Mentored the digital and print teams on everything from e-commerce, online marketing, email campaigns, and brand strategy to magazine layout and photography.
- Developed a brand identity for the 'Gardening How-To' Magazine and an icon system that denoted membership levels which incorporated a strategy that would allow for customer loyalty rewards.

#### **ONE Financial, Executive Creative Director**

Toronto, Ontario Canada - November, 2009 to September, 2012

- Led all creative direction for ONE Financial, including their financial product suite, corporate identity, and all sales and advisory materials for both print and digital.
- Built trust in the brand that drove sales and grew partner relationships with new print and digital solutions.
- Developed a brand strategy for a new Canadian Shopping Reward Program that included deep market research and executed the design of a physical VISA card for use by customers.
- Coordinated all creative projects and developed strong partnerships with legal teams, service providers, and outside financial wholesalers.

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#### **Awards**

##### **Best Use of Mobile**

**McDonalds Shake-a-gift Campaign'**

Experience Director

Issued by DigiDay, 2017

##### **Mobile Sites/Apps - Shopping - BEST IN SHOW**

**'Target Wish List App'**

Experience Director

Issued by W3, 2015

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#### **Education**

**Minneapolis College of Art and**

**Design, Minneapolis, MN**

Front-end development

**University of Minnesota**

**Minneapolis, MN**

Environmental Science

**Brown Institute**

**Minneapolis, MN**

Radio & Television Broadcasting