

FUTURE-READY LEADERSHIP / HUMAN-CENTERED INNOVATION

ANTONIO GARCÍA

CONTACT

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EDUCATION

BFA/DESIGN
Savannah College of Art & Design
2001

CERTIFICATE
Harvard Business School
2007

SKILLS

Interpersonal Skills

- Leadership
- Management
- Mentorship
- Public Speaking
- Facilitation

Industry Knowledge

- Design Thinking
- Design Strategy
- Experience Design
- Design Research
- Creative Direction

in amgarcia
@ a_m_garcia

PROFILE

Bringing clarity to complexity: guiding organizations through change with foresight, empathy, and action.

EXPERIENCE

STRATEGY DIRECTOR

GENSLER | 2025–present

I help organizations navigate disruption and transformation by leading strategic engagements connecting business priorities, human needs, and the built environment. As Strategy Director for Gensler’s Chicago office, I work directly with executive teams to challenge assumptions, uncover opportunities, and reimagine how people work, learn, heal, and live together. My focus is on shaping futures through foresight, capability building, experience design, and cultural transformation—always grounded in evidence and always tied to impact. I guide clients through complex decisions, turning research and qualitative insight into actionable strategies to unlock resilience and relevance in rapidly changing markets. Inside the firm, I play an active role in growing our practice and deepening our value proposition. I mentor teams, cultivate client relationships, and help translate Gensler’s global innovation expertise into bespoke solutions that redefine what’s possible—for our clients and for society. I see my work as connecting the dots between what is and what could be—making the future tangible, actionable, and aligned to what matters most.

CHIEF INNOVATION & STRATEGY OFFICER

TXI | 2020–2025

As TXI’s first Chief Innovation & Strategy Officer, I drove strategic innovation by integrating forward-thinking approaches and calculated risk-taking into our organizational roadmap. I identified emerging trends in the digital product space, leveraging them to create competitive advantage while shaping thought leadership through industry engagements, publications, and speaking opportunities. My responsibilities included conceptualizing new market offerings, inspiring clients to push creative boundaries, and establishing TXI as an authority in digital transformation. I empowered teams to excel by fostering a culture where experimentation was encouraged, continuous evolution was expected, and navigating change with agility was celebrated—ultimately creating an environment where innovation thrived at every level of the organization.

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AWARDS

2023 GLOBAL LEADERS IN CONSULTING: EXCELLENCE IN INNOVATION

Recognized by Consulting Magazine for the development of TXI's design principles and approach to digital innovation.

50 PEOPLE TO WATCH IN 2022

Named by Graphic Design USA as one of fifty design professionals embodying the spirit of the creative community and leadership, newsworthiness, insight, and business savvy.

VOLUNTEERING

VICE CHAIRMAN, BOARD OF DIRECTORS

I serve with fellow board members and committees to guide Marwen's future as it deepens its support of Chicago's young people—beyond arts programming—toward community accountability.

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EXPERIENCE (CONTINUED)

GROUP EXPERIENCE DIRECTOR

Rightpoint | 2017–2019

Led UX strategy across five national offices while championing user-centered design principles. Collaborated with discipline heads to shape our Experience Group's vision and partnered directly with clients to develop strategic accounts. Balanced team mentorship, business growth, and process innovation while scaling design practices across the organization.

VICE PRESIDENT, PORTFOLIO LEAD

Northern Trust | 2015–2017

Pioneered Northern Lab's human-centered innovation studio, strategically identifying opportunities at the intersection of business capabilities, market needs, and human insights. Shaped the Lab's enterprise-wide influence while building a portfolio of projects that translated user insights into business strategy.

ASSOCIATE PARTNER

gravitytank | 2010–2015

Spearheaded our social innovation portfolio, applying design thinking to create large-scale impact in education and healthcare. Mentored diverse teams while aligning their development with company objectives, cultivating a resilient interaction design practice. Drove business growth through strategic opportunity identification and delivered high-impact design solutions across sectors.

TEACHING

Throughout my teaching career, I've guided future design leaders at top institutions. At IIT Institute of Design, I taught New Product Definition, where I helped students master product strategy and lean startup methods—translating complex ideas into actionable strategies. At Northwestern's Segal Design Institute, I created and led a Visual Storytelling seminar and an intensive communication design boot camp for Kellogg's MMM program, focusing on narrative techniques and design fundamentals. As a Designer in Residence, I produced educational content, piloted design workshops, and mentored students—contributing to their growth as future design leaders.