

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

## PROFILE

I guide organizations into the future—blending a vision for what’s next with the insights to navigate change. Throughout my career, I’ve learned true impact isn’t just about having answers—it’s about asking the right questions and understanding the deeper needs of both people and markets.

## EXPERIENCE

### CHIEF INNOVATION & STRATEGY OFFICER

TXI | 2020–PRESENT

As TXI’s first Chief Innovation & Strategy Officer, my role is centered on integrating innovative thinking and calculated risk-taking into our organizational strategy. I identify emerging trends and opportunities in the digital product space, leveraging them for a competitive advantage. My responsibilities include conceptualizing and delivering new market offerings, engaging as a thought leader, and inspiring clients to push creative boundaries. I also empower our teams to experiment with new methods, continuously evolve, and navigate change with agility.

- » Driving strategic innovation
- » Shaping thought leadership
- » Empowering teams to excel

### GROUP EXPERIENCE DIRECTOR

Rightpoint | 2017–2019

As Group Experience Director I played a critical leadership role across the design and strategy disciplines at Rightpoint. As a practice lead for UX, I advocated for a user-centered design process and oversaw a growing team of seasoned interaction designers and researchers across our Chicago, Dallas, Denver, Detroit and Santa Monica offices. I partnered closely with the heads of Content Design, Visual Design and Business Design—across our national network—to define the what, how, and why for our Experience Group. Additionally, I partnered with our clients to develop programs and accounts. My responsibilities broadly covered team management and growth, business development, project delivery, and process definition.

- » Advocating for user-centered Design
- » Scaling design practices

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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

### CO-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 )

### VICE PRESIDENT, PORTFOLIO LEAD

#### Northern Trust | 2015–2017

In 2015, the Northern Lab was a new group within Northern Trust focused on identifying, incubating, and designing experiences that enhanced client and partner interactions through a human-centered process. As a senior leader in the Lab, I helped inform and inspire the expression of the Lab across the enterprise and shape the studio's portfolio of projects—thinking creatively and strategically to uncover the sweet spot among Northern Trust's capabilities, business units' strategic priorities, market context, and human insights.

- » Aligning design with business strategy
- » Leading with insight

### ASSOCIATE PARTNER

#### gravitytank | 2010 - 2015

In my role as AP, I developed and led our social innovation portfolio, where I applied design thinking to drive large-scale impact in sectors like education and healthcare. I was particularly focused on fostering a user-centered design process that enhanced product and service experiences and aligned closely with our clients' strategic goals. As a leader, I mentored a diverse and growing team to align their personal and professional development with the consultancy's broader objectives—cultivating a robust and resilient interaction design practice. Additionally, I played a key role in business development, identifying and pursuing opportunities contributing to our growth and strengthening our industry relationships. My work spanned across team management, business development, and the delivery of high impact design solutions.

## 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.