

NATHAN CHAPMAN

Lead Experience Designer II, Experience Architecture — Verizon

Service design · Information architecture · Design systems

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SUMMARY

I lead teams that build the shared models other teams decide from: information architecture, customer archetypes, service blueprints. At Verizon I've run three successive teams inside Experience Architecture, the service design organization, each with a wider mandate than the last: navigation in front of 164M connections, the customer-type framework behind it, and the practice that gets other teams' unfunded work funded. Design direction I owned was signed off by the EVP responsible for revenue before implementation and briefed to the board of directors. Sixteen years in UX — the last ten across Verizon, Comcast, and Townsquare Media; the first six at three companies I started, one of which I sold.

EXPERIENCE

Verizon — Lead Experience Designer II, Experience Architecture

Basking Ridge, NJ · May 2021 – Present (contract via Insight Global May 2021 – Jul 2024; full-time from Jul 2024)

Led three successive teams inside Experience Architecture, Verizon's service design organization, since its formation in 2024 — and before that, the Home app inside Product Design Studio. Mentored the same four designers from 2021 and have managed them as direct reports since converting to FTE in 2024 — junior through lead: hired the team's junior designer first on contract and later full-time, and run 1:1s, career progression planning, and annual performance reviews. Also accountable for Publicis Sapient's ten-person delivery team on the Home app build.

Navigation Architecture · 2024 – Present — global navigation and the Elysium storefront

- Ran the team owning global navigation and IA in front of **164M connections** across wireless and home, on two separately owned surfaces (My Verizon Online and the My Verizon App).
- Co-authored and owned inclusion decisions for **three research studies, 425 participants** (open card sort, comparative closed sort, remote unmoderated tree test), fielded with Verizon's Customer Marketplace Insights team.
- The evidence reversed the plan: customer mental models already matched the internal categorization, so the intervention became **language rather than restructuring** — a smaller, cheaper, more defensible fix.
- Results: **perk conversion +90%** (a named company strategic priority), engagement **+57%**, overall conversion **+15%**. In the tree test on the shipped structure, **finding a product takes 15 seconds**.
- **Direction signed off by the EVP responsible for revenue before implementation; work briefed to the board of directors.**
- Left three frameworks in place: a labeling standard derived from customer vocabulary, an IA governance model defining what earns top-level placement, and a findability measurement baseline.

Identity Architecture · 2026 – Present — customer types at 164M-connection scale

- Moved to lead this team and brought the same people with me.
- Built the enterprise **customer archetype / Customer Types framework** (psychographics, life events, accessibility) adopted by design, product, and business teams for strategic alignment and KPI tracking.
- Built **AI research instruments** — synthetic users compiled from prior CMI studies — after benchmarking **sixteen published prompt frameworks** against a real card sort to select the instruction standard. Teams run a first pass without waiting on research capacity.
- Developed a personalization framework for anonymous site visitors to improve recommendation relevance.

Ecosystem · 2025 – Present — orchestration, and business cases for unfunded work

- Orchestrated upstream and downstream delivery teams against a service blueprint.

- Built business cases for two unfunded cross-team service failures, assembling evidence from customer call transcripts, NPS verbatims and operational data across order management, analytics, care, and provisioning. **One is fully funded**; the other's verification agent was built and **passed volume testing** by Verizon's AI & Data group against requirements I defined, with a budget-holding group identified.
- Standing design voice in recurring business reviews of live production experiences, where operational teams decide what to fix next.
- Coached cross-functional teams to build business cases for unfunded "unknown work," which is the part of the job that multiplies rather than adds.

Product Design Studio: Home · 2021 – 2024

- **Co-led design as one of two leads**, directing the ten-person agency team that built it: **four separate channels** (My Fios App, My Verizon App, the router's UI, My Verizon Online) unified into a single home service, with a component library for cross-channel consistency. The four-way split had sat in front of the **15M+ users** of the My Verizon App alone.
- Led discovery: four-channel audit, primary persona, journey map, **194-participant Kano study**, scored prioritization. Of **36 features scored, 21 came back baseline** — build these first — and the feature everyone was certain about came back nice-to-have, which reordered what shipped.

Also at Verizon

- Led a multidisciplinary team to ship an **MVP router OS**, reaching **300,000** initial users.

Comcast — Lead Experience Designer

Philadelphia, PA · Jan 2019 – May 2020 (employed by Tata Elxsi; contract Jan – Jul 2019, full-time from Jul 2019)

Led end-to-end UX strategy for a vendor-facing set-top initiative, where the users were the vendors building on the platform. Used hand-drawn paper prototypes and iterative usability testing to surface integration pain points that became requirements for a new SDK and an open-source OS. Foundational work behind the Xumo Stream Box platform.

Townsquare Media — Senior Product Designer

New York, NY · May 2016 – Oct 2018

Led UX strategy and information architecture for an in-house CRM that unified **seven teams** on a single client record. Designed the search and IA that let those teams work from the same data, and built the CRM's component library. Results: **net live adds +119%**, **company-record 3.055% monthly churn** against a 3.275% budget, and **12,654 clients** on the unified record.

Dancker — Experience Designer

Branchburg, NJ · Apr 2016 – May 2016 (short-term contract via Robert Half)

- Rebuilt the Steelcase e-commerce buying journey from customer research: **25%** monthly sales increase, **30%** lift in satisfaction, **20%** fewer support inquiries.
- Set the digital experience strategy for an adjacent SaaS platform, raising satisfaction scores **25%** through iterative testing and persona-based design.

Earlier — three companies and a studio

2007 – 2016

- Left Chapman Studio in 2012 to found **Hip Pocket**, and **sold it in 2015**: a social comparison product that ranked a person's finances against anonymized peers by age, location, and gender — later a mortgage-refinance app and a financial product sold to banks. Built through **NMotion's inaugural cohort**, the Lincoln, NE startup accelerator's first-ever class.
- Co-founded **Art Move**, an art magazine distributed across five midwestern states. Its identity won the 2014 American Advertising Award below.
- Co-founded **Art & Soul Beads**, an educational startup.

- **Chapman Studio**, Lincoln, NE — owner/operator, Jul 2007 – Dec 2012: brand and identity, website architecture, wireframes, and front-end build for small businesses.

INDEPENDENT

Viable Brand — viablebrand.com. A company I run now, examining the intersection of UX and how businesses use research.

SKILLS

Service design · Information architecture · Design systems · Journey mapping · Service blueprints · Design strategy · Stakeholder alignment · First-principles thinking · Agile · B2B · Human-centered design

- **User research:** 1-on-1 interviews · Usability testing · Heuristic evaluation · Field studies · Focus groups · Card sorting · Tree testing · Kano analysis · Survey analysis
- **Design & prototyping:** Figma / FigJam · Adobe XD · Miro · Mural · Rapid prototyping · Component libraries · Personas & archetypes · Jobs-to-be-done · Storyboarding
- **Analytics and voice of customer:** Adobe Analytics · Google Analytics · Verint · internal enterprise analytics platforms · Benchmark studies · Adoption-rate tracking
- **AI in research:** Synthetic users · Prompt-framework evaluation · Gemini Gems · Knowledge-base construction

EDUCATION

Associate of Applied Science, Graphic Design — Southeast Community College, Milford, NE

CERTIFICATION

Luxr Core Curriculum — Customer Development. Six-week course, June – August 2013, completed at NMotion, a startup accelerator in Lincoln, NE.

AWARD

American Advertising Award, American Advertising Federation — Nebraska Chapter, 2014, for Artmove Magazine