NATHAN CHAPMAN

DESIGN & EXPERIENCE LEADER

Experience Strategy | Service Design | Experience Architecture | Design Systems | Organizational Leadership

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Executive Profile

Design and experience leader with 15+ years of experience shaping complex digital ecosystems, service strategies, and customer experiences across Fortune 50 organizations and entrepreneurial ventures. Leads multidisciplinary design teams and enterprise initiatives spanning product, operations, care, technology, research, and business strategy.

Currently leads designers within Verizon's Experience Architecture organization, establishing experience strategy, governance models, service frameworks, and scalable design systems supporting experiences reaching more than 164 million connections. Trusted to translate customer insights and operational complexity into business cases, investment priorities, and enterprise solutions, with work approved at the EVP level and presented to the Board of Directors.

Combines enterprise leadership with a founder's mindset, including six years building and operating companies and successfully exiting a financial technology product. Known for bringing structure to ambiguous problems, aligning organizations around a shared vision, developing design talent, and connecting experience decisions to measurable business outcomes.

Leadership & Strategic Expertise

Experience & Design Strategy • Service Design • Experience Architecture • Design Leadership • Team Development • Organizational Design • Digital Transformation • Customer Experience Strategy • Design Systems • Executive Stakeholder Management • Business Case Development • Cross-Functional Leadership • Research Strategy • Design Governance • Product Strategy • Information Architecture • Voice of Customer

Professional Experience

VERIZON
Lead Experience Designer II, Experience Architecture | Jul 2024 – Present
Basking Ridge, NJ

- Design leader within Verizon's Experience Architecture organization, leading enterprise experience strategy and a four-person design team across initiatives spanning service design, navigation architecture, customer identity, product experiences, and design systems.
- Lead and develop a team of four designers ranging from junior to lead level, responsible for hiring, coaching, 1:1s, career development, and annual performance management.
- Provide experience strategy and design leadership across customer journeys serving Verizon's wireless and home businesses, influencing experiences supporting 164M connections.

- Lead cross-functional initiatives spanning Product, Operations, Customer Care, Provisioning, Research, Analytics, Technology, and business leadership, creating shared experience models across traditionally siloed organizations.
- Established global navigation and information architecture strategy across My Verizon digital properties, defining governance, measurement frameworks, and customer-centered standards for top-level navigation.
- Delivered measurable improvements, including 90% growth in perk conversion, a 57% improvement in engagement, and a 15% increase in overall conversion.
- Secured EVP approval for enterprise experience direction and contributed work subsequently briefed to Verizon's Board of Directors.
- Identified systemic servicing failures spanning multiple organizations through customer research, operational data, NPS feedback, and journey analysis; developed business cases that secured funding and organizational ownership for remediation.
- Built Verizon's enterprise Customer Types framework, creating a shared model across design, product, and business teams and moving the initiative from an unfunded concept to an approved business case with a dedicated delivery team and implementation roadmap.
- Introduced scalable AI-enabled research capabilities by benchmarking 16 prompt frameworks against customer research, enabling product teams to conduct validated first-pass research while reducing dependency on centralized research capacity.

INSIGHT GLOBAL
Lead Experience Designer, client: Verizon | May 2021 – Jul 2024
Basking Ridge, NJ

- Employer of record for the Verizon engagement before conversion to full-time in July 2024; placed at Verizon throughout, with no break in the work.
- Co-led the transformation of four fragmented home-service channels into a unified Verizon Home experience, directing a 10-person agency design team and establishing the shared component library and experience direction supporting the ecosystem.
- Extended the unified home experience into the My Verizon App, expanding its reach from more than 1M users to an ecosystem serving more than 15M users.
- Led multidisciplinary delivery of an MVP router operating system reaching an initial 300,000 users.

TATA ELXSI
Lead Experience Designer, client: Comcast | Jan 2019 – May 2020
Philadelphia, PA

- Employer of record for the Comcast engagement; contract January – July 2019, full-time from July 2019.
- Led end-to-end experience strategy for Comcast's set-top developer ecosystem, directing collaboration across in-house and offshore design, development, and product teams.
- Reframed product requirements through direct developer research, replacing analyst-driven assumptions with customer-informed requirements for a new SDK and open-source operating system.
- Helped establish the experience foundation that subsequently supported the Xumo Stream Box ecosystem.

TOWNSQUARE MEDIA
Senior Product Designer | May 2016 – Oct 2018
New York, NY

- Led experience strategy and information architecture for an enterprise CRM consolidating customer records across seven previously siloed teams.
- Created the shared system architecture and component library supporting an operational platform used across five departments.
- Supported business outcomes including 119% growth in net live adds, record-low monthly churn of 3.055%, and migration of 12,654 clients to a unified customer record.

Earlier Experience & Entrepreneurship

Dancker | Experience Designer
Rebuilt a B2B e-commerce customer journey, contributing to a 25% increase in monthly sales, 30% improvement in customer satisfaction, and 20% reduction in support inquiries.

Hip Pocket | Co-Founder
Co-founded and successfully exited a financial technology startup developed through NMotion's inaugural accelerator cohort. Built a consumer financial comparison platform that evolved into a mortgage-refinance application and financial product sold to banks.

Art Move | Co-Founder
Co-founded an art publication distributed across five Midwestern states.

Art & Soul Beads | Co-Founder / Creative & Digital Lead
Led brand, e-commerce, and creative strategy for an education-focused startup.

Chapman Studio | Founder / Owner
Founded and operated an independent design practice delivering brand, digital experience, web architecture, and front-end solutions for small businesses.

Additional Entrepreneurial Leadership

Viable Brand | Founder | 2026–Present
Independent venture exploring the intersection of customer research, user experience, and business strategy.

Education

Associate of Applied Science, Graphic Design
Southeast Community College | Milford, Nebraska

Additional Credentials

- Luxr Core Curriculum — Customer Development | NMotion Accelerator
- American Advertising Award — American Advertising Federation, Nebraska