

**Greg Storey / Designer, Leader, and Mentor**

Greg Storey is an internationally recognized design leader, writer, and speaker. He has more than 20 years of experience in digital design and leading teams through full-scale projects in a wide array of industries, including retail, education, law, and gaming. As an entrepreneur, Greg has founded three successful businesses, one of which was ranked in the Inc. 5000, a list of America's fastest-growing private companies. Greg's work has been recognized by the The Webbys, W3 Awards, and featured in Communication Arts and the Wall Street Journal.

**Career History**

- August '17*  
- *Current*     **Executive Director of Design / USAA** / Responsible for design over USAA investment products and solutions. Leading multiple teams in Austin and San Antonio working on future experiences for members and internal experiences for those serving our members. Working with the design leadership across multiple teams (education and adoption) to grow and support a design-lead culture at USAA. Work across multiple business units with service partners to understand how design fits into their processes in effort to work smarter and optimize delivery times.
- May '16*  
- *August '17*     **Head of Brand + Community / IBM Studios** / Served on the IBM Studios team to help drive IBM's digital transformation and design culture change by intentionally creating locations where IBMers are empowered to deliver outstanding outcomes for clients and IBM offerings alike. We are working to set the strategy and ensure implementation of a consistent set of offerings and experiences that IBMers, clients, and the public can expect from global IBM Studios network. My focus is on community strategy, digital presence, and visual design leadership.
- June '15*  
- *April '16*     **Incubator Program Lead / IBM Design** / Served on the IBM Design core team to create a new program that provides systematic incubation for every business unit at Big Blue. Working with multiple teams of new designers, we created everything from re-envisioned service designs to mobile prototypes for leading edge experiences that have to work on a very large scale. Mentored, lead, and created visions for future user experiences or a wide array of business domains including global procurement services, cognitive Internet of Things, cognitive education, cloud product support, cloud marketing SAS, and Blockchain—patents pending.
- Aug '09*  
- *Oct '14*     **President & Partner / Happy Cog** / Lead all design and marketing activities for both Happy Cog and the Bureau of Digital Affairs. Planned and managed events that ranged from 40 person retreats to 500 attendee events in multiple cities. Creative directed and designed websites, documents, signs, and ephemera. Managed all social media activity for both brands. Oversaw the production of design and development teams during weekly reviews and deliveries. Mentored the VP and director leadership. Made the Inc. 5000 after achieving an annual growth of 115% in 3 years. Notable clients include MTV, Harvard Business School, The Annie E. Casey Foundation, Yale School of Management, AMC Theatres, Stanford University, BBVA Compass Bank, Cerner Corporation, and Weil, Gotshal, & Manges.
- Jan '12*  
- *Oct '14*     **Co-Founder / Bureau of Digital Affairs** / Created a series of small to large scale events for digital studio owners and project managers. The Bureau of Digital Affairs hosts retreats for digital studio owners, operators, and project managers (to date). The events range from three day retreats of 40 people to two day conferences for 300 people. Assisted in organizing each event from venue selection, menu development, and logistics. Directed and led all print and digital design work for each event and the Bureau organization.

- July '05  
- Current

**Principal / Airbag Industries** / Started and grew a studio into an ten person team over the course of three years. My primary responsibilities included everything you can imagine except for development. Airbag Industries provided design and development services for a clients in a broad range of industries including gaming, sports, non-profits, education, film, television, and legal. Notable clients include: LexBlog, Sundance Film Festival, Red 5 Studios, Marler Clark LLP, MSNBC, The Today Show, Change.org, Welton Investment Corporation, W3C, and Arizona State University. Continue to provide consulting services for small businesses.
- Aug '05  
- June '09

**Creative Director / Lexblog** / Created and managed a unique process for design and development of blogs of lawyers and law firms. Developed product strategy and provided counsel on company growth. Created new applications including a custom RSS reader and the content aggregation site (now magazine) known as LXBN.
- July '04  
- April '05

**Senior Designer / Polychrome** / Designed UX and visual work for a variety of clients in the travel and entertainment industries. Including these ultra douchey DJs that called themselves *Virgin Tears*. I wish I was kidding.
- Aug '99  
- July '04

**Internet Manager / Crystal Cathedral Ministries** / Set the vision and direction for all Internet activities for the church and globally televised church services. Lead all design work. Managed a staff of developers, editors, and writers. Created multiple new properties that included daily newsletters and an online community for the television show viewers. Served as a member of the Marketing Strategy group where my campaign ideas lead to \$20M in revenue.

## Education

- 1997

**Bachelor of Arts / University of Alaska Anchorage** / Journalism & Public Relations Advertising and History with a focus on the Cold War and American Cinema

## Community Involvement

- 2018

**Co-Host / Sprints & Milestones Podcast**
- 2017

**Chair / USAA Season of Sharing, CDO**
- 2016

**Professor / Austin Center for Design**
- 2011—2016

**Community Organizer / Dribbble, Austin**
- 2011

**Chapter Organizer / Creative Mornings, San Francisco**
- 1997-1999

**President / UAA Alumni Association**

## Comments on Greg Storey's Management Style by Former Employees from 1999-2014

2012 **Alison Harshbarger** / Greg's management style fosters an environment where it's encouraged to  
- 2014 innovate. I've had some of my best ideas in brainstorming sessions led by Greg.

2011 **Sophie Shepherd** / Greg's positive attitude is infectious in an office environment or on the teams he is  
- 2014 leading. He cares about the people he works with on a personal level. He genuinely wants to see everyone do their best work (while enjoying themselves) and is there to support each individual in whatever way they need.

As a creative director, Greg is a great person to bounce ideas off of without any pressure. I can remember brainstorming design directions with him in his office and he was able to pull out a few books so we could reference them together and get on the same page (literally and figuratively).

2010 **Joe Rinaldi** / Greg Storey's greatest attribute is the generosity of his creativity. Drawn on more than his  
- 2014 encyclopedic knowledge of digital experiences and their etymology, the power of Greg's ideas are drawn from his inherent understanding of how people interact with information, and with one another. His generosity lives in the way he shares these ideas, birthed fully realized and ready to be deployed, or coached from another designer's work.

Greg doesn't care where great ideas come from, as long as they arrive. He creates environments where thoughtful problem solving hones the skills designers and developers need to advance not just their work, but themselves. His feedback is often delivered through combinatory play where one of his ideas builds on top of another designer's, yielding unexpected results neither could have imagined alone. Greg makes every idea he handles 25% better, merely by adding his experience and filtering it through the lens of his understanding of human interaction. As a result the teams he composes grow by sheer exposure to working with him.

2008 **Stephen Caver** / His greatest strength is that he sincerely cares about the people he leads. His caring goes  
- 2014 beyond the workplace, and he fosters an environment where all ideas are respected and considered. Those who work for him feel energized to contribute their best to any project and the respect he earns is off the charts.

2008 **Drew Warkentin** / Greg makes each member of the team feel important. He trusts his teams' talents and  
- 2013 ability to make intelligent and considered decisions. He steps in to help whenever needed. Greg appreciates the members of his team and rewards their successes. He's resourceful, if the team needs something he will provide it. Greg serves the team, if a team member needs support in or outside of work, he's there. He makes the team feel like anything is possible.

2007  
- 2011 **Ethan Marcotte** / Greg has many, many talents, but I'd put his empathy near the top of the list. I've seen him win over the most skeptical of clients, building consensus in even the thorniest conference rooms.

But as a manager, he uses that empathy to design better teams: he listens to his colleagues, works to understand their concerns and questions, and acts as a strong advocate for them in front of clients. I've worked with many people over the years, but working for and with Greg is, well, a joy.

2001  
- 2004 **Janine Spraklin** / Greg's management skills comes naturally to him. He has a communication style that is inclusive and right on point. Mostly though, he is a team player that does not put himself above anyone, but gets right in the middle of the huddle and creates a buzz of enthusiasm. That kind of leadership I hope to experience again, but I won't be holding my breath.

1999  
- 2004 **Kris Fulton** / Greg's management style can be summed up in three words. Collaborative, motivating and encouraging. Greg knows the balance of allowing his team to take personal ownership of tasks and when he needs to provide his direct input. Greg has a natural gift for inspiring and motivating his teams to succeed. Greg's approachability and authenticity makes him not only a great manager but a vital team member. I attribute my current success as a manager to what I learned from being under Greg's leadership.