
Tristan Spence

929.465.8774
tristan@studiospence.com

Brooklyn, NY
11230

www.linkedin.com/in/tristanspence
www.studiospence.com/work

Tristan is an award-winning principal designer with two decades of experience in a rewarding career at some of the top agencies in the world, as well as major global brands like Estee Lauder and General Electric. He has managed teams of writers, designers, UX, and developers ranging in size from 5 – 15 people for both contract and long-term projects. He consistently delivers innovative and engaging, high-impact UX, UI, and product work across a variety of channels and platforms in both corporate and start-up environments.

AREAS OF EXPERTISE

Product Design

UX / UI Design / Direction

Brand Leadership / Mentoring

DESIGN EXPERIENCE

Leadership: Managed teams of writers, designers, UX, and developers ranging in size from 5 – 15 people for both contract and long-term projects, with a mixture of understanding, vision, and pragmatism.

Product Design: Conceptualized designs and delivered functional prototypes for digital products for a wide range of industries including luxury brands, entertainment, technology, and corporate finance.

Digital Creation: Worked alongside leadership for major brands like Clinique, General Electric, MTV, and The Cartoon Network. He has been recognized with awards including One Show Interactive (x4), Cannes Lion (x1), Design in Motion, Premix BDA (x4), ID Magazine (x3), and CA Interactive Design Annual (x2).

UX/UI: Executed website redesigns and custom device agnostic experiences from in-store to mobile. Oversaw the international digital rollout of the majority for Estée Lauder's properties. Managed visual design and UX teams, and oversaw builds across all channels and international regions.

Tools: Adobe Creative Suite, Microsoft Suite, Figma, Miro, Keynote, and more.

PROFESSIONAL EXPERIENCE

Creative Director / Director of UX

2005 - Present

Studio Spence [Freelance / LLC], New York

Creative lead of digital ideation-to-production studio, creating impactful products that tell clients' stories and help them achieve their business goals. Services include product design, user experience, and creative direction. Projects include interactive work for: Adobe, La Chenaïe, Future Method, Bloomberg, Girl Scouts of America, Def Jam, Clinique, New York Life, Verizon, Time Warner, EMC, Sundance Channel, The National Gallery of Art, The NBA, American Express, MTV, Air Paris, Huge Inc, Imaginary Forces, Frog Design, Idean, Razorfish, Estée Lauder, Digitas, and more.

Director of UX

2021 - 2022

Hero Digital, New York

UX lead for digital enhancements and reworking of the Airbnb agent tooling processes. Additionally I oversaw the UX aspects of a new business pitches for a premium, international brands.

Creative Director, Product Design

2019 - 2020

Clinique (Contract), New York

Worked alongside brand leadership to create a more streamlined and relevant digital experience, from guiding the redesign of the brand's global presence to developing more efficient modular solutions that would serve existing users as well as those experiencing the relaunched digital presence for the first time. Additionally, designed strategic campaigns that met day-to-day business objectives and goals, appealing both to the extremely loyal customer base and the continuously expanding markets.

Creative Director / UX Director

2012 - 2017

Estée Lauder, New York

Oversaw the international digital rollout of the majority for Estée Lauder's properties. Managed visual design and UX teams, and oversaw builds across all channels and international regions. Advocated for the best UX experiences, from initial user testing to developing full digital guidelines, that retained each brand's identity and integrity. Additionally, developed in-store digital experiences to allow for more bespoke, brand-specific shopping.

Projects include global interactive work for: Aveda, Bobbi Brown, Darphin, Estée Lauder, Jo Malone, La Mer, Lab Series, MAC, Ojon, Origins, Prescriptives, and Smashbox.

Associate Creative Director

2010 - 2012

Organic, New York

Led agency-modeled teams of UX, copywriters, designers and engineers in the successful development of multi-platform digital experiences, as well as client-winning pitches. Utilizing AB testing and other UX tools, in addition to visual design and narrative concepts, we were able to garner success with many projects including successful pitch-work. Worked on projects that spanned a range of channels.

Projects include interactive work for: AT&T, Specialized, The BBC, Hilton Hotels Worldwide, and The Hartford, and more.

PREVIOUS PROFESSIONAL EXPERIENCE

Associate Creative Director

2003 - 2005

Frog Design, New York

Projects include interactive work for: Budweiser, GE, MTV, AOL, and Bloomberg, and more.

Senior Designer

1998 - 2002

R/GA, New York

Projects include work for: Prada, Helmut Lang, Ericsson, MTV, VH1, Wild Kingdom, The Cartoon Network, and more.

EDUCATION

BFA, Communication Design, emphasis on Interactive Design and Motion Graphics.

1996 - 2000

Parsons School of Design, New York

Deans list 1996 - 2000