

Luther Lotz

Atlanta, GA | luther@lutherlotz.com | [linkedin.com/in/lutherlotz/](https://www.linkedin.com/in/lutherlotz/)

User Experience Leader

A versatile creative leader with a knack for solving business problems through human-centered design, research, and artistry. Skilled in team management, product design and brand development across platforms, delivering delightful user experiences. Award-winning UX pro with a diverse background in advertising, marketing, global media, and technology.

Areas of Expertise

Design Team Leadership | Human Centered Design | Design Strategy | Design Sprints | User Testing Planning and Facilitation | Personas | User Research | Design Systems | Wire Framing | Journey Mapping | Empathy Mapping | Prototyping | User and Process Flows | Information Architecture | Product Design across Multiple Platforms (RWD, Mobile Apps, 10ft, Console, Set Top) | HTML | CSS | UAT | Miro | Sketch | Figma | Adobe Creative Suite | Axure | Trello | Slack | Invision | Proto.io | Jira | Confluence | Microsoft Office Suite including Teams

Experience

Warner Bros Discovery, Atlanta, GA

2021 - Present

Experience Lead WBD UX /UI Team

2022 - Present

Lead a small group of UX and UI folks working on entertainment products and platforms for consumers, internal users and b2b clients.

- Crafted an updated UX and design process aligning Jira and Confluence reference pages for better cross functional team collaboration
- Oversaw design QA efforts keeping the team on track for the release of the groundbreaking Harry Potter Magic Caster Wand, WarnerBros first foray into a designed and owned hardware product.
- Managed teams for internal WBD b2b products and an alternative Harry Potter e-commerce experiences across multiple time zones and vendors.

User Experience Lead Data Strategy | Data Privacy

2021 - 2022

Converted to full time with expanded responsibilities providing guidance for a global data strategy respecting privacy regulations worldwide.

- Hired and onboarded junior designers to offset workload.

North Highland, Atlanta, GA

2019 - 2021

UX Lead (contract with Warner Media)

Crafted strategic UX guidance based on user research the team set up strengthening partnership between Warner Media Data Strategy and Chief Privacy Office to mitigate risk and increase user experience, which led to unifying consumer data experience across 50+brands in over 1000 in market user touchpoint across the enterprise for CCPA compliance. Worked to expand the user experience strategy to deliver a clear data value exchange for Warner Media's millions of customers.

- Created and delivered guidance to Warner Media brands on how to implement their CCPA efforts across multiple user touch points within their ecosystem.
- Fostered collaboration to break down silos with the goal of alignment on a unified data strategy.
- Managed UX vendors and internal research team to understand WM customers across multiple brands.
- Facilitated discovery workshops for team alignment, explored various designs to influence product plans.

Turner Sports, Atlanta, GA

2011 - 2018

Sr. UX Architect

2016 - 2018

Led and facilitated cross functional team collaboration across the sports portfolio. Primary focus: PGA Championship, ELEAGUE, NCAA March Madness, the NBA platform redesign and Ryder Cup tentpole events. Managed the Turner Sports AWS site for logo usage, award presentations and UX repository.

- Assisted in strategy and collaboration on prototypes for internal startup pitch for Catch Sports which helped land millions in internal funding. Product evolved into B/R LIVE.
- Wrote and conducted user interviews across each sports brand and digital platform.
- Created information architecture and data flows along multiple touch points in the user journey.

- Built out or managed designers to create lo and hi fi prototypes for usability testing purposes.
- Established journey and empathy maps for various properties.
- Orchestrated sales integration into the digital products for NBA and PGA.

UX Architect**2011 - 2016**

Supported PGA Tour, Sports Illustrated and NASCAR and additional brands along with the long term PGA, NCAA, NBA digital brands. Worked across the entire Turner Sports portfolio creating award winning digital experiences on multiple platforms utilizing user centered design practices and user testing techniques.

- Collaborated and facilitated with product, development, social, research, sales, design and marketing to foster enhanced user experiences across all verticals.
- Introduced design studios and design sprints with stakeholders.
- Oversaw and provided direction for multiple third party vendors across 3 continents.
- Built out wireframes and user flows for multiple mobile, tv and responsive web platforms.
- Interviewed users in various regions and also conducted remote sessions.

Ogilvy & Mather, Atlanta, GA**2009 - 2011****Sr. Interactive Art Director**

Created a variety of successful digital products and advertising campaigns for IHG properties, Coca-Cola, Durex, Vitamin Water, LG, Kodak and Turner Classic Movies.

- Headed the art direction of one of the most successful campaigns of its time with the IHG priority club rewards program, The Any Where Challenge, which ultimately led to a double digit, multimillion dollar contract with the Intercontinental Hotel brands.
- Centralized outsourced IT to a newly formed in-house team.

Additional Relevant Experience**Tail Fin Marketing, Atlanta, GA, Interactive Art Director | Developer**

Clients included Hilton, Darden and Southern Company. Assisted in the redesign of the Darden logo. Led design of EMEA, APAC and LATAM sites across the Hilton properties and designed early Southern Company projects.

Clear Channel - Creative Services Group, Atlanta, GA, Art Director | Developer

Assisted national radio advertising team in creating interactive destinations experimenting with the power of radio. Art Directed a collaboration with GEICO and author Andrew Carroll's American War Letters.

Grant Design Collaborative, Atlanta, GA, Interactive Designer | Developer

Grant was a primary client for 10 year freelance career. Clients included Herman Miller, Geiger International, Steele Case and Mohawk Papers. Focused on animation and front end site development.

Kilgannon, Atlanta, GA, Interactive Designer | Developer

Kilgannon was one of several contract clients for 10 year freelance career. Primary clients included Southern Linc, Orix and Cingular Wireless. Designed and animated one of the first cellular start up screens on Southern Linc phones.

Mela flux, Various locations, Consultant

Worked alongside many talented teams as a freelance professional. Worked with agencies such as West Wayne, Lightroom, Breathe Interactive, Never without, Bultonsquares, Logo works, and Aquent for Aegis CRM. Select clients included Rust oleum, Toto, Atlantel, Paper Source, Emory University, and the Boys and Girls Clubs of America. Work varied from animation and design to front end development.

Atlanta CAD Services, Atlanta, GA, 3D Animator and Computer Technician**Art Institute of Atlanta, Atlanta, GA, Systems and Network Admin****Wade Dubois Burns, Architect | Instabuild, Atlanta, GA, Animator | 3D Modeler**

Awards and Honors

2 Emmy nominations | 1 Sports Emmy | 7 Clios (3 gold, 2 silver, 2 bronze) | 1 Addy | 3 American In-house Design Award
| 1 Appy Award | 2 Gold + 1 Platinum Hermes Award | Creativity Award | 2 American Graphic Design Awards and 8
Promax Awards (2 Gold, 3 Silver, 3 Bronze) | 4 time Webby nominee

Education

Animation and Web Design

Art Institute of Atlanta, Atlanta, GA

Sculpture Studies

Portland Community College, Portland, OR

Professional Training

Turner Development Center, Atlanta, GA, **Various Leadership Training**

Adaptive Path, San Francisco, CA, **UX Week Workshops**