

Chris Carlozzi

Head of Design

A leader and storyteller with an appetite for taking on technical challenges while fostering collaboration, driving key conversations, and delivering innovative ideas iteratively.

lozzi.me

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Skills

Design Leadership

People Management

Project Management

Experience Strategy

Information Architecture

User Research

Interaction Design

User Interface Design

Content Strategy

Product Design

Branding

Packaging

Visual Design

Rapid Prototyping

Agile Development

Illustration

Photography

Video Editing

Font Design

Tools

Figma, Sketch, XD

Adobe Creative Suite

HTML, CSS, JS

Webflow, React, Git

Final Cut Pro, Principle, AE

Patents

[US20150350007A1](#)

[US20150363096A1](#)

[US10756981B2](#)

Awards

How Design 2007

DA&D Nominee 2007

Print Design 2005

Education

Tufts University 2001

BFA+BA/BS

Experience

Director of Digital Strategy, HPE Brand

2022 - Present, San Jose

Responsible for defining, executing, and delivering HPE's brand across the entire company ecosystem. Lead a team of designers, while coordinating with leadership across the organization to unify our interfaces from hpe.com into the HPE GreenLake Hybrid Cloud platform through governance, education, and training to create unified customer experience.

Lead Designer, HPE GreenLake

2020 - 2022, San Jose

Responsible for design of HPE's Hybrid Cloud Console experience. Contribute to product leadership, marketing, brand, and engineering teams to establish research activities, as well as deliver tactical/strategic concepts. Unify designers inside HPE and external agencies to create a seamless experience for enterprise to SMB customers consuming private and public infrastructure and services.

Form product strategy in combination with Research to establish the customer journey, consolidate personas, and identify gaps. Collaborate with an advisory committee to deliver product vision and strategy while leading a team of designers.

Utilize rapid prototyping, user interface design, and user testing in a weekly sprint format.

Head of Design, Hewlett Packard Enterprise

2017 - 2022, San Jose

Established, designed, and delivered the [HPE Design System](#) for use by all products, services, and partner app experiences. Designed and built an accompanying suite of [low/no code tools](#) on our Grommet UI platform to streamline developer → designer hand-off. Led a team of designers and developers to deliver a set of modular components, design and code assets, along with a supporting website, and video promotional materials. Secured agreement among business unit UX leads to adopt the platform.

Developed numerous product launches and experiences for [HPE Ezmeral](#), [HPE GreenLake](#), [HPE Continuous Compliance](#), [HPE Consumption Analytics](#), and HPE Metal (BMaaS). Responsibilities included marketing, branding, advertising, and event creative with coordinated product design delivery at individual and team lead capacities.

Design Lead, Hewlett Packard Enterprise

2015 - 2017, Palo Alto

Primary focus was co-founding the open source platform [Grommet](#), a React.js-based UI framework for application development. Created design principles, formed open source brand, designed website, defined component library, implemented application templates, illustrated mascot, and produced accompanying [Grommet Icons](#) library (with 500+ icons). Worked with a small team to develop and maintain design resources and codebase. Project included public speaking, advocacy for accessibility and inclusive design, research, as well as implementation of responsive web design, design modularity, theming, and localization. Leveraging Grommet, built a variety of applications inside HPE and HP Inc. Was key player in establishing the HPE brand and instituting a set of internal tools.

Lead Designer, Propel - Hewlett Packard Inc.

2013 - 2015, Sunnyvale

Launched [HP Propel](#) ITSM platform (a re-architecture of HP Enterprise Services). Oversaw two designers on a team of twenty as design lead and functional architect. Delivered service and support request catalogs, along with an operations management experience. Responsibilities included interaction design, wireframing, IA, storyboarding, and visual design in tight collaboration with developers.

Owner, Elev8tor

2007 - 2013, San Francisco

Founded and ran a [design consultancy](#) with three employees. Designed digital experiences, web apps, print materials, and packaging for such brands as New Balance, KRK Systems, Bose, Hewlett Packard Inc., as well as a variety of startups.

Early Career

2001 - 2007, Boston

Designer at [Tank Design](#) and [GoBig](#). Rose from intern to creative director, leading advertising-, brand-, and packaging-focused projects for clients including Reebok, SiriusXM, Dunkin' Donuts, and Ordonez Wines.

Additional Information

Collaborated with J.J. Abrams's Bad Robot production team on the film [Star Trek Beyond](#) (2016) to deliver futuristic experiences, bringing HPE into the Star Trek universe. Prototyped devices and interfaces that were incorporated with key plot points for use in main character story arcs.