

EXPERIENCE

Chief Executive Officer

Tresbu Digital

📅 12/2017 - 07/2022 📍 San Diego, CA

Digital Transformation Consulting Services

- Built product development services across international teams in the US, India, Argentina, Ukraine, the UK, and Singapore, including full-stack app development, low code app development, UX/UI Design & Development, and digital strategy.
- Defined and implemented strategy, built teams, led product development and service delivery teams on large and medium scale projects ranging from low code app development (Mendix), to UX/UI Design & Development, to digital media strategy, and implementation.
- Created identity/branding for new SaaS telecom product launched into rural broadband markets.
- Customers Include: McAfee, Royal Caribbean Cruises, Privafy, Continuing Medical Education (CME), NVIDIA, Cisco, UC Berkley, and others.

Founder, Contributor | Technology & Entertainment Brand Consultant

VeepStack

📅 05/2009 - 01/2019 📍 San Diego, CA

Founded creative agency + product engineering company that delivers innovation and experiences in response to contacts seeking product design, development, UX design, UI design, product marketing, and branding services.

- Earned and served clients such as H&R Block, Geodis, Playing for Change, Dr. Bronner's, and WD-40. Created and developed experiences, print and digital collateral, marketing campaigns, ad campaigns, written copy, and short/long form videos.
- Conducted focused UX audit(s) that identified user confusion and experience fail points resulting in loss of revenue. Re-designed UX for high stakes page experiences, re-wrote micro-copy, and streamlined interactions, including checkout experience that resulted in a conversion increase of over 1200%.
- Wrote, directed, produced, and co-edited digital video series that garnered over 6M YouTube and Facebook views.

Management Consultant

Tresbu Technologies Pvt. Ltd

📅 11/2016 - 12/2017 📍 San Diego, CA

A modern product engineering outsourcing firm

- Originally hired as a consultant to help define strategy, messaging, and GTM plan for launching a new Digital Transformation Services Organization.
- Researched and defined market opportunity for early to mid-stage companies in need of outsourced engineering services.
- Established product engineering design and development team, systems and processes.
- Worked closely with the CEO and cross-functional teams to add new services, most critically, the digitization of processes and workflows that enable companies to accelerate growth through productivity and efficiency gains.
- Added new products and services, leading to revenue growth.

EDUCATION

BA, English Literature, Minor - Economics

University of North Carolina at Charlotte

SELECT PROJECTS

Royal Caribbean - Smart Ship App

📅 02/2019 - 10/2022 📍 Raleigh, NC

Designed and built DevOps and Guest Experience apps for **Royal Caribbean Cruises**

- Reduced onboarding spend by ~18%, reduced delivery pipeline cycle times by >25%, and helped improve guest and employee experience.

Geodis - Logistics Marketing Automation

📅 02/2021 - 11/2021 📍 Raleigh, NC

Designed and built marketing automation platform for Fortune 500 logistics provider, **Geodis**.

- Automated content management, lead generation, lead nurturing, and marketing analytics into a single integrated experience.

MORE



LinkedIn

<https://www.linkedin.com/in/crichw/>



Portfolio

www.crichw.com