

Christopher Oquist

chris@dialoguetheory.com // 617-922-3790 // linkedin.com/in/chrisoquist // 801 S. Wells St. #1010, Chicago, IL 60607

PROFILE

Strategic design leader and agency founder with over 15 years of expertise designing digital experiences that level up organizations with complex needs, delivering user-centered design solutions for global brands, large nonprofits, and B2B companies. Adept at transforming insights into intuitive products through deep understanding of user needs and designs systems thinking, while guiding cross-functional teams through collaborative design processes that balance innovation, technical feasibility, and aesthetic excellence.

PROFESSIONAL EXPERIENCE

Dialogue Theory	Co-founder, Head of Strategy + Design
Sep 2012 - Present Chicago, IL	Co-founded a digital agency serving organizations with complex design and digital product needs, from startups to enterprises, growing it to over \$1M in annual revenue through a portfolio of design, strategy, and technology services while leading a team of ten.
	HIGHLIGHTS
	<ul style="list-style-type: none">Conceived and deployed novel content experiences delivering a 59% increase in sessions and 47% lift in time-on-site in 6 months while seamlessly extending brand design language into external portals and data dashboards for an industry association with over 120,000 members.Developed a multi-channel design system and website prototype spanning dozens of templates, content performance model, and web governance framework for a \$150 billion+ global company.Led the design and development of the first open data platform in Puerto Rico, followed by a citizen engagement tool that captured over 30,000+ survey submissions and 50,000+ social media likes, shares, and comments.
Communispace	Sr. Manager, Digital Marketing
Nov 2010 - Sep 2012 Boston, MA	<ul style="list-style-type: none">Created a thought leadership strategy centering on client success (Coca-Cola, Walmart, British Airways, Samsung, Bose) for a leader in the consumer insights technology space and designed infographics and other assets to drive inbound leads.Built a multi-channel lead generation program, overseeing a 22% lift in organic top-of-the-funnel traffic.
Percussion Software	Marketing Manager
Nov 2008 - Nov 2010 Boston, MA	<ul style="list-style-type: none">Identified the need for a new CMS product and developed preliminary design prototypes, leading the creation of a web content management system eventually used by over 100 universities, banks, B2B companies, and government agencies.Designed website templates demonstrating CMS and dashboard functionality to finance, higher education, and government clients and supported their customization for sales engineering demos.Drove a 230% increase YOY in inbound sales-qualified leads for a headless CMS used by Hotwire.com, AutoTrader.com, the U.S. Department of State, and the World Wildlife Fund.

SELECT RECOGNITION / SPEAKING	SELECT PUBLICATIONS	LANGUAGES	EDUCATION
<ul style="list-style-type: none">Webby Award Nominee, <i>Best Association Website</i>Interviews in <i>Crafted with Code</i> and <i>Velocitize</i>Featured Speaker, U.S. Census Bureau IT Leadership Conference: "Community Engagement in Puerto Rico"	<ul style="list-style-type: none"><u>Digital Trends Report 2025 (May 2025)</u>Ongoing contributions to the <u>Ideas Blog</u>	<ul style="list-style-type: none">Native fluency in English and Spanish; Intermediate Brazilian Portuguese	<ul style="list-style-type: none">BA, Music Business/ ManagementBerklee College of Music 2001-2005