

Neil Epstein

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Senior Creative Director

Strategic creative leader driven to forge meaningful ties between humanity and technology, seamlessly blending physical experiences and their digital connections to create a lasting positive impact on the world. Excels in designing unique strategic products that integrate business needs, product requirements, technical possibilities, and customer research. Fosters cross-team collaboration and builds inclusive teams that empower and prioritize diversity of thought.

- Drove design strategy and delivery of mobile experience for Xfinity that reduced 10 apps to 1, for an addressable audience of 30 million customers. Formulated a strategy unifying product and customer lifecycle journeys, making it the top channel for activation acquisition and conversion. Grew monthly app users from 1 million to 6 million.
- Led design and research, through exploration and delivery, of award-winning physical products. Created brand-evolving design language across all Xfinity customer touch-points, through minimal design, simple setup, and consistent interaction patterns. Used forward-looking strategies that shaped roadmaps and delivered products like the Emmy winning Xfinity Voice remote which has shipped millions of devices and billions of utterances from customers.
- Spearheaded design for Xfinity Home for professional and self-monitored solutions. Created a unified design language, and consistent UX|UI across physical and digital interfaces. Conceptualized ways to use AI and ML to enhance abilities and interactions. Earned recognition as the best professionally monitored security system by CNET.
- Built and managed multi-discipline design teams. Educated and evolved relationships with internal corporate partners to collaborate through design thinking processes. Mentored 200 org as SLT through a designer-led DesignOps practice. Implemented a global ways of working and seamless team interactions resulting in improved team metrics.

Experience

Comcast (10 years, 3 roles)

Philadelphia, Pennsylvania

Senior Creative Director

Mar 2017 – Jul 2023

- **Strategic Leadership:** Orchestrated Xfinity Internet and Home user experiences, across mobile, physical, TV, and web. Led a 30-person multi-city team plus collaboration with a 12-person secondary team of multi-disciplines designers.
- **Cross-functional Collaboration:** Collaborated with product, engineering, Xfinity business, marketing, and global partners. Aligned on strategic opportunities to ensure designs were inclusive and engineering efforts were focused. Presented to executive leadership for strategy buy-in, alignment, and status.
- **Seamless Integration with Partners:** Integrated Xfinity experiences into Sky products through the My Sky app and Sky Hub. Ensured the experience was flexible and robust to support Comcast and partner propositions. Designed journey-driven multi-customer experiences for Xfinity and global syndication partners' needs in one product.
- **Innovative Customer Experience Team:** Established and led a customer-centric innovation team. Utilized future casting design thinking to identify opportunities, create propositions, and build prototypes for a 1-7-year look ahead.
- **Futuristic Experience Design Recognition:** Led strategy and design efforts for Xfinity's future at-home experience. Created a future narrative video, winning a Cannes Lion for forward-thinking efforts.

Creative Director

Mar 2015 - Feb 2017

- **Award-Winning Experiences:** Spearheaded Xfinity physical and digital product design across Touchscreen, Sensors, Cameras, Voice remote controls, Thermostats, Keypads, and TVs. Collaborated with 3rd parties on seamless integrations.
- **Strategic Packaging Design:** Crafted a packaging design language for seamless, sustainable self-installation across Xfinity Internet, Xfinity Home, and Xfinity TV. Optimized for Retail and direct mail channels.
- **Prototyping Mastery:** Established design-led physical prototyping capabilities, saving millions and accelerating iteration timelines. Focused on a culture of testing, failing, and learning.
- **Global Manufacturing Excellence:** Orchestrated collaborations with device manufacturers across multiple countries, ensuring impeccable design execution and enhancing go-to-market efficiency.

Associate Creative Director

Apr 2013 – Feb 2015

- **Built internal design team:** Established an in-house Comcast industrial design practice, that transitioned from agency-based, and helped move Comcast into a product organization. Advocated and built a multi-skilled design team.
- **Cultivated influential design:** Broke down internal barriers to allow for proper design processes and collaboration. This resulted in improved products, and shorter timelines, without affecting BOM.
- **Retail experience transformation:** Collaborated with the Xfinity Store Retail team to evolve in-store storytelling and engagement. Partnered with agency teams to create interactive moments, enhancing customer education
- **Strategic Vendor Collaboration:** Identified, managed, and implemented design projects with outside vendors and agencies, providing valuable outsider perspectives to help aid teams' creative points of view and staff augmentation.

Additional Experience

Frog Design

New York, New York and Austin, Texas

Associate Creative Director

May 2009 - Mar 2013

- Led conceptual and detailed design, research, and global analysis for learn, buy, and use of Disney's in-park wearable. Designed UX/UI for map and navigation across the park using park landmarks for wayfinding.
- Expanded Disney relationship to work on other properties Disney Parks properties, Disney Baby and Disney Weddings.
- Drove digital strategy design for Honeywell's self & pro monitored home solutions across physical, digital, and DLS.
- Envisioned interactive interface and visual design for a map of the human body using medical scans for GE Healthcare.

Gothamist LLC

New York, New York

Creative Technology Director

May 2008 - Apr 2009

Managed design & development for a multi-city network of news sites under the Gothamist umbrella. Expanded design and tech from NYC to a global brand. Worked as an independent contractor across sixteen years, culminating in acquisition.

Connected Ventures (Part of IAC GROUP)

New York, New York

Creative Director

Feb 2007 - Apr 2008

Directed CollegeHumor and BustedTees. Led strategy, major improvements, design processes, and feature releases.

Frog Design

New York, New York

Senior Visual Designer

Oct 2004 – Jan 2007

Designer for Fortune 100 companies including GE, GE Healthcare, and NBCUniversal. Notable project included a marketing campaign & website around raising personal wellness for World Health Day, which cumulated in a complete digital takeover, and collaborative activation in Times Square NYC.

Gabellini Sheppard Associates LLP

New York, New York

Lead Designer Technology

May 1999 - Sep 2004

Executed interactive and visual creative to bolster architectural projects across Retail, Museum, Airline, and Residential interiors. Recognized in Architectural Digest for the Rockefeller Center Top of the Rock NYC Observation Deck project.

Awards

Emmy Award for Contextual Voice Navigation | Red Dot Award (multiple) | iF Design Award (multiple)
Design and Utility Patents for over 20 Customer Devices and Products | Best Monitored Security system by CNET

Skills and Capabilities

Design Leadership & Team Management | Product Design Strategy & Socialization | UI / UX & Interaction Design
Stakeholder Relationships | Workshop Facilitation | Customer Research & Testing | Prototype & Motion Design
Collaborative Critique & Decision Negotiation | Design Tools & Systems | Design for Manufacturing & Factory Audits

Education

School of Visual Arts, New York, New York, Bachelor of Fine Arts (B.F.A.), Graphic Design

Continual education through LinkedIn Learning

Ongoing training through the Chief Design Officer School

Mentorship and Volunteer

Integrated Product Design at the University of Pennsylvania (Mentor)

Comcast NBCUniversal Lift Labs Accelerator, powered by Techstars (Mentor)

Lower Merion Township poll watcher (Volunteer)

American Red Cross blood palette donator (Volunteer)