



# Chris Ford

**Certified Asana Workflow Specialist (Jan 2025)**

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**WordPress.tv**  
[wordpress.tv/speakers/chris-ford](https://www.wordpress.tv/speakers/chris-ford)

**SpeakerDeck**  
[speakerdeck.com/ci\\_chrisford](https://speakerdeck.com/ci_chrisford)

## SOFTWARE

Asana, Jira, Trello, Basecamp, Harvest, Forecast, Pipedrive, Smartsheet, Slack, MS Teams, GSuite, Flowmapp, Figma, Adobe Suite, Canva, Github, WordPress

## SUPERPOWERS

Relationship building, fostering cross-team communication, facilitating meetings and workshops, designing project management processes, excellent written and verbal communication, extensive remote work experience

## REFERENCES

**Thomas Deneuille**  
ASSOCIATE DIR. OF DEVELOPMENT, REAKTIV  
[thomas@reaktiv.co](mailto:thomas@reaktiv.co)

**Rich Staats**  
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## EXPERIENCE

### Lone Rock Point

CONTRACT PROJECT MANAGER  
OCT 2024 - JAN 2024

I was engaged on a short-term project to manage the IA/UX/design for a government agency site using CivicPress, a WordPress theme developed to meet USWDS standards.

#### CLIENT MANAGEMENT

I run team standups and weekly working design sessions with the client to identify any potential UX/accessibility issues prior to dev. I am also their primary point of contact on all IA/UX/design discussions.

#### TASK MANAGEMENT

I work across Teams (client tool) and Asana (internal tool) to manage timelines, task management and detect potential roadblocks and scope changes to ensure the UX, development and client teams are all communicating in a transparent, seamless way.

#### PROCESS STREAMLINING

I'm creating processes and automations based on this project to streamline their project management process to help them be more efficient, improve communication, and use automations and AI features to reduce "work about work". I'm also assisting the CivicPress product team, suggesting ways they can use Asana more effectively.

### Lone Rock Point

CONTRACT UX DESIGNER  
OCT 2024 - JAN 2024

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#### CLIENT MANAGEMENT

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#### IA DESIGN

I provided a comprehensive site architecture to identify key pages to wireframe and design. I determined key pages to design and/or wireframe, as well as tagged any missing or duplicate navigation items. After analyzing their current site structure and content types I revised the navigation to consolidate and simplify their IA.

#### UX DESIGN

While the client is responsible for providing the graphic design, I'm responsible for making sure their vision adheres to USWDS standards. By leveraging atomic design principles we're able to focus on designing usable, accessible components over high res page comps for a faster, more iterative in-browser design process.

### San Diego Registrar of Voters

CONTRACT GRAPHIC DESIGNER  
JUNE 2024 - OCT 2024

Hired to modernize poll worker training manual. The finished manual was used to train over 3500 poll workers for the 2024 presidential election.

#### PRINT DESIGN

Reviewed existing InDesign file to identify areas that could be more easily updated (e.g. converting individual elements into tables) . Created modern icon system to identify manual sections and call out key information. Created character, paragraph and object styles to make sure future updates to the document are consistent with the existing document.

# Chris Ford

PROJECT MANAGER

## WORDPRESS CONTRIBUTIONS

**WordCamp San Diego Speaker**  
2012, 2015, 2016, 2017

**WordCamp San Diego Organizer**  
2018

**WordCamp Orange County Speaker**  
2013, 2014, 2015, 2016, 2017, 2018, 2019

**Plugin-A-Palooza Judge**  
2017, 2018, 2019

**WordCamp Chicago Speaker**  
2013

**WordCamp Baltimore Speaker**  
2015

**WordCamp Sacramento Speaker**  
2018, 2019

**WordCamp Grand Rapids Speaker**  
2019

**WordCamp US Speaker**  
2019

## EXPERIENCE » CONTINUED

### Equalize Digital

CONTRACT SENIOR PROJECT MANAGER

DEC 2023 - JUNE 2024

Hired for a 6 month contract to manage projects for a web accessibility agency. Worked with agencies and product companies they were meeting WCAG guidelines.

#### MANAGING PROJECTS

I used Basecamp to ensure clear cross-functional communication and the on time, on budget delivery of web design and development projects.

### Secret Stache Media

CONTRACT SENIOR PROJECT MANAGER & PROCESS CONSULTANT

OCT 2021 - AUG 2023

Created and implemented a project management workflow for a white-label WordPress and Shopify web development agency. Provided a framework and training materials for a full-time junior project/account manager.

#### STREAMLINING PROCESSES AND IDENTIFYING TOOLS

I created and implemented Asana templates, integrations, and workflows to increase project productivity and profitability. Optimizing weekly stand-ups using Asana automations reduced time in meetings by 50%, saving an average of \$10,000 per year. I also leveraged AI tools and video clips to more capture meeting notes to help our Ukrainian development team better understand client requests.

#### HIRING, ON-BOARDING AND TRAINING

I developed a job description, training plan, and proposed milestones for hiring and on-boarding a junior account manager/client-facing project manager. Once they were hired I trained them in general project management philosophy as well as the tools and workflows I had implemented. I also wrote and recorded extensive documentation and training materials so any new hires could benefit from the training plan in the future.

### Cornell University

CONTRACT PROJECT MANAGER

FEB 2021 - AUG 2021

Managed a project moving all existing Cornell print publications into one online magazine. Worked closely with the university's creative director, chancellor and president in addition to outside user research, design, and development agencies.

#### COMMUNICATION

As the main point of contact I managed communication to make sure the project stayed on track. I was also responsible for managing a wide range of expectations and schedules.

#### RISK MANAGEMENT

I identified potential roadblocks and proactively addressed them with stakeholders, identifying trade-offs and workarounds when the project veered off course or scope creep became an issue.

#### PROJECT OPERATIONS

I helped multiple teams deliver on internal deadlines by managing schedules, timelines, budgets, and resource availability.

### Reaktiv

LEAD PROJECT MANAGER MAY 2017 - NOV 2020

Managed projects and developed tools and processes while agency scaled from a three person dev agency to 12 person full-service agency over a three year period.

#### WORDPRESS VIP EXPERIENCE

I worked closely with WordPress VIP technical project managers and have a deep understanding of their design and development best practices and deploy processes.

#### IMPLEMENTING PROJECT WORKFLOWS

I evaluated and implemented tools and processes to secure new clients and retain existing ones. Lead initiative to implement daily operations syncs and weekly forecasting meetings.

#### ON-BOARDING AND TRAINING

I was responsible for hiring, onboarding and training new project managers. I also developed PDF and video guides for using Asana, as well as other training materials. Projects were in the \$35,000-\$350,000 range. I also managed budgets, timelines and resource