

Summary

Seasoned and savvy Director of User Experience rooted in analytic observation and creative instinct. +12 years of servant leadership to teams and their growth and +10 years collaborating with business allies, clients and stakeholders to create measurable, repeatable outcomes, outputs and impact. Anything that isn't in the service of the user isn't user experience.

Skills

- Intrinsically understand objectives, goals and gravity of challenges for design and business results
- Elevated UX and Product peripheral vision to know when to keep going
- Strong emotional intelligence and soft skills imperative for leadership
- 10 plus years of visual design prior to leadership; a good story teller
- Decade plus of digital marketing hands-on success
- Versed in Agile and Human Centered Design
- Scrum Alliance certified CSPO
- Relentless and resourceful problem solving

Experience

Global Director Digital Experience - Syntax | 2023 - 2024 | Direct reports [7]

- Collaborate with design leadership to maintain a consistent user experience across the digital lineup
- Served as a driving force for cross-functional teams, contributing to problem identification, solution generation, and successful product launches that drive measurable attributions
- Authored vision and strategy for integrating acquisitions taxonomies and sites, creating a single experience for all site traffic
- Built global web and mobile design and policies governing digital properties
- Measured and reported audience analytics to marketing for organic and campaign iteration
- Led CX team responsible for the delivery, evaluation and reporting of first global NPS and CSAT to measure brand loyalty and share of voice
- Owner and initiator for all automation stack tools and vendors, delivered to performance teams for campaign execution

OKRs:

- All web properties menus and taxonomy merged, resulting in unified brand and user experience across Americas
- 32% reduction in menus size and redesign resulting in overall page penetration improvement
- Net 12% reduction in bounce rates for organic traffic
- Launched new instance of HubSpot in Europe and delivered first connected campaigns

Sr Manager Experience Design - Pega | 2021-2023 | Direct reports [11]

- Led design thinking strategy and people of the XD Consulting Team providing clients expert consultation in journey creation and process mapping based on their business requirements, audiences and intents
- Drove collaboration with product, engineering and business to define digital experience requirements for future states from their as-is
- Mentored and coached designers with tactics and strategies to evolve their professional careers
- Driver of design reviews as leader and participant, providing retros and critiques

OKRs:

- Delivered 3 MVPs for 3 customers in platform, aligned to design workshops actors and actions
- Contributed over 1000 billable hours as consulting team in single year
- Grew team from 8 to 11 to accommodate volume and allow advancement of tenured members
- Authored consulting-wide presentation at yearly meeting for applying sustainability to our design work as a company

Digital Experience Manager UX- IBM | 2018-2021 | Direct reports [7]

- Driver and lead for end to end UX and business requirements for experiences in multiple .com domains as well as xaaS tools in collaboration with CIO and agencies. Delivery of tools and pages for entire ecosystem of >100k partners
- Effective and actionable partner-facing interactions and relationship management through focus groups and collaboration boards for experience improvements based directly on findings from analytics, surveys and user testing
- Produced conceptual diagrams, information architecture maps, wireframes, visual mockups, lightweight specifications, prototypes, and product demos to articulate the team's shared vision and document market-ready solutions
- Advocate for design as a practice

OKRs:

- 44% reduction in pages based on behaviors and relevance
- MVP launch of new partner experience, increasing NPS by +2
- Design and Integration all new partner locator application with natural search across the .com and within partner data domain
- Overall improvement in SUS from 61 to 66 in two year iteration period

Director of Design - Mutual Mobile | 2017-2018 | Direct reports [19]

- Led UX and visual design, collaborated with engineering pods, content and PMO to deliver a complete team to customer for MVP vision and delivery
- Built strategies and design for new business opportunities, presenting the Design value of the offer directly to the customer
- Facilitated mobile-first usability sessions with customers and their audiences, user testing in both moderated and unmoderated formats along with data collected from prototypes to design and size sprints for release

OKRs:

- Delivery of 5 MVPs in single year for 5 unique customers (iOS and Android), backlog, Confluence docs and v2 roadmaps included
- 3 “win” concept pitches for 3 unique clients with average deal size of 350k before dev spikes
- 4 MVP concepts prototypes (no working code, on rails) - 3 native apps, one SPA

Director of Creative Strategy - Somnio | 2012-2017 | Direct reports [4 strategy], Creative[8]

- Led of visual design and creative strategy planning for interactive assets, lead generation, events activations and awareness for portfolio and performance marketing teams of the client
- Achieved wins with client-facing pitch and proof of concepts for retainers and RFPs. Content creation, editorial and visual concepts for strategic clients and projects
- Driver of creative and interaction teams as a single unit to deliver comprehensive experiences for clients. Web-based tools and interactive videos comprised the bulk of the deliverables. 2016 World of Watson activations in concert with GPJ, award winners in 3 categories

OKRs:

- Delivered over 50 creative and interactive experiences in 5 years tenure, resulting in ~\$3m in receipts
- Awarded 2017 American Business Awards- Gold, Hermes Award Gold for Trade Show Exhibit and Communicator Award of Distinction, Interactive for corporate exhibit
- Grew team from 5 to 14 to accommodate delivery