

About

AN EXPERT IN IDENTIFYING AND SUCCESSFULLY LEVERAGING the deepest wants and needs of our clients, resulting in breakthrough products, multi-platform marketing and community building that successfully cuts through the noise, and hyper-loyal teams.

AWARD-WINNING UX DIRECTOR AND AD AGENCY VETERAN who understands how to bridge the gap between big ideas and successful execution at the \$2B+ level. Has forged the strategic partnerships and worked hand-in-hand with Product, Operations, Engineering, and eCommerce from concept-to-launch.

COMMITTED TO A CULTURE OF INVENTION, getting global business operations out of reactive mode and playing to our strongest competitive advantages. Expert in strategically utilizing data analytics to fuel growth.

Contact

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📍 Denver, CO

Skills

- Cross-Functional Team Leadership
- Strategic Planning
- Growth Enablement
- User Centered Design
- User Research
- Data Analysis
- Digital Transformation
- Innovation Management
- Product Development
- Partnerships and Alliances
- Creative Direction
- Brand Presence
- eCommerce
- Global Operations Management
- KPI and Outcome Development
- Advertising and Marketing
- Social Media Strategy
- Visual Design

Work Experience

ASSOCIATE VICE PRESIDENT OF UX AND DIGITAL PRODUCTS

Victoria's Secret | Denver CO | 2022 - present

Strengthened the market position and competitive edge of VS&Co through customer engagement-focused development and scale-up across digital. Build a world-class digital design organization from the ground up. Specialized in defining and maintaining a robust product vision that is custom-designed to thrive within a \$2B+ global eCommerce environment.

- Played an integral role in double-digit YOY growth and a company-best #2 ranking by Gartner through bringing market making products into play, backed up by a successful customer loyalty program and an active and engaged online community.
- Streamlined feature release and cut down on QA time by creating and successfully implementing new design system standards that bring the customer experience to the forefront across digital and store properties
- Emphasized a multi-pronged strategy as the "secret sauce" behind sustained growth, including powerful new data analytics and reporting measures, expanding merchandising capabilities, and shaping a high-performance culture that understands the value of small wins on the road to transformative change.

DIRECTOR OF USER EXPERIENCE DESIGN AND RESEARCH

Bass Pro and Cabela's | Denver CO | 2019 - 2022

Increased conversion rates by double digits, successfully proving a strategy that brought user-tested designs to the forefront. Removed key points of friction between product, retail, operations and engineering teams, with accelerated growth across eCommerce and mobile applications alongside retail properties.

- Enhanced mobile app engagement and conversions with innovative new features and integrated a banking interface for an optimized CLUB loyalty program rewards and redemptions.
- Guided end-to-end UX/UI redesign of the brand's eCommerce function within an aggressive timeframe, with complete oversight of change to websites, mobile apps and SaaS technologies.

Achievements

Speaker:

Experience Design Conference

“Quant, Qual & Generative Research.

When to Pitch What, Top

Challenges & Quick Wins”

The New School

“Research that Drives Innovation”

Awards:

AIGA Design Innovation

Ana Business Marketing B2

Mentor:

AIGA

Boulder Digital Works | CU

Education

BFA, ADVERTISING DESIGN

Syracuse University

Work Experience

CREATIVE DIRECTOR, PRODUCT

9thWonder Global Agency | Denver CO | 2018 - 2019

Spiked growth and customer engagement for clients like Budweiser, Quiznos, Arrow Electronics, Niman Ranch and Barefoot wines through end-to-end rollout of internal tools, mobile applications, websites, new branding and messaging and targeted advertising/broadcast spots.

CREATIVE LEAD/DESIGN MANAGER

Ping Identity | Denver CO | 2015 - 2018

Ensured the success of mission critical company rebrand, with key contributions across all digital marketing campaigns and all mobile, web and SaaS properties. Built and scaled a highly collaborative, product-centered team.

- By the numbers: 6.4% increase in sales conversions, 4.3% improvement in digital campaign conversions, 23% gain in event attendance, a 42% reduction in site exit rate and 15-point increase to NPS score due to internal client application enhancements.

LEAD PRODUCT DESIGNER

Sportslabs | Boulder CO | 2015 - 2015

Pioneered mobile applications and websites addressing the deepest needs and concerns of clients like the NBA, University of Texas, USA Rugby, University of Oregon, East Coast Conference, West Coast Conference and Ivy League - with transformative results in areas like customer loyalty.

DIGITAL DESIGN LEAD/CREATIVE MANAGER

Gaia Streaming Platform | Denver CO | 2012 - 2015

Guided turnaround of stalled company rebrand and digital streaming platform subscription service rollout and was noted for successfully positioning Gaia for long-term success within a highly competitive market.

- By the numbers: 5.4% increase in user engagement and conversions, exceeding yearly customer acquisition target by 23%.

PRIOR EXPERIENCE

Senior Interactive Art Director for Integer (2011-2012) and Senior Designer for Diadeis GSG Marketing Solutions. Consulted on an independent basis through Julie Carver Designs 2010-2022.