

Director of Customer Experience

I'm a seasoned Product Design, Customer Experience, and User Research leader with 20+ years of experience creating innovative, data-driven, AI-enabled experiences for B2C and B2B audiences. I'm passionate about building high-performing teams and delivering impactful solutions that drive engagement, loyalty, and business growth. I've partnered with Fortune 500 companies including JetBlue, Victoria's Secret, Bass Pro Shops, Cabela's, and Procter & Gamble, as well as health tech and edtech startups, to transform customer experiences through research, strategy, design, and emerging technologies.

Work Experience

HEAD OF PRODUCT DESIGN AND USER RESEARCH

JetBlue Airlines | Denver CO | March 2025 - Present

- Modernized JetBlue's design system by optimizing foundational tokens, standardizing documentation in Figma and Storybook, and aligning visual language across platforms, boosting system adoption by 40% and increasing design-to-development efficiency by 60%.
- Established a Design & Research Center of Excellence, elevating research maturity through coaching, standards, best practices, and AI-powered research tools that increased adoption and informed loyalty, app, and booking experience improvements.

ASSOCIATE VICE PRESIDENT OF UX AND DIGITAL PRODUCTS

Victoria's Secret | Denver CO | January 2022 - August 2024

- Exceeded yearly revenue goals by 20% and earned a company-best #2 Gartner ranking by launching market-defining products, including AI-driven personalization, visual search, wishlist functionality, save-for-later, virtual fit, optimized checkout, and a home try-on subscription box, enhancing customer engagement and conversion.
- Established and trained the digital organization in a robust research practice within six months by integrating mixed-method studies, uncovering key opportunities, and refining customer-focused strategies. This led to a 1.42% year-over-year revenue increase in a \$6B+ global ecommerce ecosystem.
- Surpassed enrollment targets by 2 million users and increased customer retention to record levels by redefining the loyalty experience and seamlessly integrating benefits across digital and physical channels to enhance engagement and brand loyalty.
- Scaled the product organization globally by implementing structured reviews and collaboration touchpoints, increasing release cadence by over 30%, enabling seamless 24-hour workflow across teams, and optimizing the design system to reduce onboarding time by 50%.
- Led the end-to-end launch of a native shopping experience and digital community within the VS and Pink iOS and Android applications by defining the customer journey, integrating social commerce features, and optimizing engagement to drive retention and sales.

Skills

Leadership

- Team Mentorship & Development
- Innovation, AI & Market Disruption
- Stakeholder Alignment
- Cross-Functional Collaboration
- Strategic Vision Setting

Product & Design Management

- Product Roadmap Development
- Metrics & KPI Monitoring
- Go-to-Market Strategy
- Revenue Optimization
- Technology, AI & Platform Integration
- Compliance & Security Standards
- Agile & Scaled Collaboration
- User Journey Mapping
- Design System Integration
- Mobile & OMNI Channel Optimization
- Design Thinking & Innovation

Data & Research

- Behavioral Data Analysis & Insights
- AI-Assisted Research & Synthesis
- Customer Feedback Integration
- Market & Competitive Analysis
- Qualitative & Quantitative Analysis

Work Experience

DIRECTOR OF USER EXPERIENCE DESIGN AND RESEARCH

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

- Strengthened customer engagement by optimizing the CLUB loyalty program and launching a business program, introducing features for seamless reward tracking, transaction reviews, and financial confidence, increasing member participation and retention.
- Introduced AI-powered merchandising and personalization capabilities, including intelligent product filtering, recommendations, curbside pickup experiences, subscription programs, and save-for-later functionality, driving engagement, customer satisfaction, and revenue growth.
- Led a re-platforming initiative to optimize inventory feeds and enhance selling capabilities by streamlining backend operations, improving efficiency, and enabling seamless product availability across channels.
- Drove double-digit conversion rate growth by spearheading an eCommerce, website, and mobile app UX/UI redesign, focusing on user needs, simplifying checkout, and enhancing loyalty interactions for a frictionless shopping experience.

CREATIVE DIRECTOR, PRODUCT

9thWonder Global Agency | Denver CO | November 2018 - November 2019

- Increased user retention and engagement for brands like Budweiser and Niman Ranch by leading mobile and website redesigns, building enterprise SaaS solutions, and elevating brand awareness, driving a 5-10% boost in conversion rates.
- Led cross-platform product development for mobile and web by designing impactful programs and optimizing checkout flows, reducing churn, and improving NPS scores.

Clients: Budweiser, Niman Ranch, Barefoot Wines, Quiznos, Taco Del Mar, Arrow Electronics, Codence, RapidScale, Coleman.

CREATIVE LEAD/DESIGN MANAGER

Ping Identity | Denver CO | November 2015 - November 2018

- Championed a company-wide digital rebrand by shaping marketing campaigns, refining web, mobile, and SaaS properties, and building a highly collaborative, product-driven team to ensure long-term success.
- Achieved measurable impact on multiple experiences, including a 6.4% increase in sales conversions, a 4.3% boost in digital campaign performance, a 23% improvement in event attendance, a 42% reduction in site exit rates, and a 15-point NPS boost through enhancements to the internal client applications.

LEAD PRODUCT DESIGNER

Sportslabs | Boulder CO | March 2015 - November 2015

- Collaborated with the VP of Product and Engineering to drive end-to-end product launches by defining go-to-market strategies, refining product positioning, and overseeing the development of mobile applications and websites.
- Achieved transformative results for the NBA, University of Texas, and USA Rugby by implementing real-time game center updates, player statistics, and fan engagement tools, significantly enhancing customer acquisition and retention.

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 B2 Award

Baymard Top 1% E-Commerce
Awards - Victoria's Secret Top 1%
UX performance in mobile Cart &
Checkout

Mentor:

AIGA

Boulder Digital Works | CU

Education

BFA, ADVERTISING DESIGN

Syracuse University