

Blythe Christopher

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Professional Summary

Strategic design and product leader with over 8 years of experience in Agile product management, UX strategy, and cross-functional team leadership in AI/ML, NLP, and blockchain projects. I excel at mentoring teams, driving strategies for consumer-facing platforms, and delivering user-centric solutions based on data-driven insights.

Experience

Founder

Sourcery DAO

[May 2022-Present]

I recognized that upcycle designers and entrepreneurs lacked access to capital, hindering their business potential. After securing a grant from St. Edward's University, I launched a voting membership DAO to enable self-funding within the community. We trade and stake digital assets to maximize the fund.

Senior User Experience Manager

Apple

[Jan 2023-Sep 2024]

- Spearheaded the development and implementation of scalable design systems across multiple product verticals, enhancing consistency and efficiency.
- Organized mobile-first product development for zero:one learning app, AI-generated Search, and ML Training domains.
- Scrum Master for team of teams; partnered with engineering, product, and marketing teams to create cohesive user experiences for global audiences, focusing on accessibility and cultural nuances.
- Led a team of 12+ designers and researchers, fostering a culture of collaboration, continuous learning, and innovation while incorporating machine learning/AI
- Delivered intuitive user flows and engaging interfaces for mission-critical products, improving user engagement by 25%.

Senior Product Manager, Innovation Factory

Edward Jones Investments

[Sep 2022-Jan 2023]

- Directed end-to-end UX strategies for FinTech applications, including payment systems and financial planning tools, serving over 2 million users.
- Crafted guidance for financial professionals for clients' digital assets management
- Conducted extensive user research and usability testing to inform design decisions, ensuring alignment with customer needs.
- Championed cross-functional alignment between design, engineering, and product teams to deliver seamless user experiences.

Lead Program Manager, User Experience

USAA

[Mar 2021-Sep 2022]

- Led the redesign of advisor and client-facing tools, enhancing usability and aligning with business goals.
- Created a scalable component library, enabling design consistency across platforms.
- Mentored junior designers and design directors, cultivating a high-performing team recognized for excellence in UX design.
- Established a "healthy teams" framework for reporting team and individual KPIs across the design studio.

Senior Product Manager, Digital

Dell Technologies

[July 2019-Mar 2021]

- Developed and executed comprehensive roadmaps to inform the design of enterprise and consumer software products for ML, SEO, Search, and Enterprise Knowledge Graph.
- Introduced advanced usability testing frameworks, reducing time-to-insight by 20%.
- Collaborated with global stakeholders and "power users" to integrate customer feedback into iterative design processes, boosting customer satisfaction scores by 18%.

Senior User Experience (Creative) Producer

USAA

[Sep 2017-July 2019]

- Scrum Master/UX Manager for (3) Teams; Money Movement/Financial Forecasting, Mobile Payments/ACH, International Wires
 - Developed Smart Contract(s) blockchain payment system for insurance payout chain-of-custody pilot
 - Liaison for Development, Engineering, and Program/Business Teams
 - Facilitator: Workshops—synthesized insights from members for new iOS and Android features
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Key Skills

- **Product Leadership:** Proficient in leading cross-functional teams to deliver cohesive and innovative design solutions.
 - **User Research & Analytics:** Experienced in leveraging qualitative and quantitative data to inform user-centered designs.
 - **Design Systems:** Expertise in building and managing scalable design systems for web and mobile applications.
 - **Collaboration:** Strong track record of aligning diverse stakeholders to achieve shared goals.
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Education

Master of Business Administration (MBA), Finance/Entrepreneurship
[St. Edward's University]

Master of Fine Arts (MFA), Interaction Design & Game Development
[Savannah College of Art & Design]

Bachelor of Science (BS), Engineering
[University of Mississippi]

Achievements & Certifications

- Certified Cryptocurrency Trader™, Ethereum Expert™, Prompt Engineer™
 - Certified Blockchain, KYC, & Supply Chain Professional®
 - Certified Scrum Product Owner (CSPO®)
 - Certified Scrum Master (CSM)
 - Project Management Professional (PMP®)
 - Agile Certified Practitioner (PMI-ACP®)
 - Certified COMPTIA A+ (Security)
 - Advanced Design Thinking Certificate, IDEO U
 - UXPA Magazine “[Design Thinking and SAFe Agile: HCD at USAA](#)”
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Professional Affiliations

- AIGA Member
- Mentor, Women in Cybersecurity (WiCys)
- Mentor, TH.0 Blockchain Hackathons

Tools & Technologies

Figma | Sketch | Miro | Jira | Confluence | Tableau | Qualtrics | UserTesting | SQL

Portfolio

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