Blythe Christopher
 [LinkedIn] [blythechristopher@gmail.com] [Tel: 512-203-2620] [Portfolio] Austin, TX 78750

Professional Summary

- **Strategic Partnership Development**: Proven track record of cultivating and managing ecosystem partnerships across DAOs, blockchain networks, and enterprise alliances. This experience is crucial for building and scaling partner programs.

- **Agile Leadership**: Robust background in Agile methodologies enables her to lead cross-functional teams effectively, ensuring iterative development and timely delivery of high-impact products.

- **Product and UX Strategy**: With over a decade of experience in product innovation and UX strategy, excels at aligning product roadmaps with business goals, a key aspect of developing successful partner strategies.

- **FinTech and Web3 Expertise**: Deep understanding of FinTech and Web3 ecosystems positions her well to navigate and leverage emerging technologies in partnership contexts.

- **Executive-Level Influence**: Experience in stakeholder alignment and risk management demonstrates her capability to influence at the executive level, essential for driving strategic initiatives.

Strategic Initiatives

- Founded Sourcery DAO as a data-driven capital allocation model to support creative entrepreneurs
- Developed assessment tools dashboards and improved employee learning and compliance offerings (new content + learning paths)
- Established repeatable Agile framework for Apple Design & Development teams' 10-week delivery cycle
- Created Figma training modules and templates for USAA Chief Design Office
- Merged SEO + CRM data at Dell to track enterprise search ROI & build infrastructure for Enterprise Knowledge Graph (EKG)
- Developed modular design system for nascent AI-driven UX (Support, Search, Chat)
- Presented AI/blockchain cost-benefit analyses to Apple VPs

- Crafted delightful AI-driven learning paths for zero-to-one employee learning App

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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. Our DAO saves "trash" from entering our local landfills and creates value for our artists.

Senior User Experience Manager
Apple [Contract]
[Jan 2023-Sep 2024]

- Led cross-functional product strategy to drive learner frequency and repeat engagement, using behavioral analytics, cohort segmentation, and retention curves to inform roadmap decisions.
- Partnered closely with analytics, research, and design teams to evolve the Favorites flywheel into a core retention mechanism, rooted in user motivation and platform delight.
- Scrum Mastered for (3) teams of 12+ designers and researchers, driving innovation and AI integration in Search and Learning/Training domains
- Collaborated with engineering, product, and marketing to enhance global user experiences with accessibility and personalization as engagement mechanisms.
- Installed Governance frameworks for product releases, automated QA workflows, and maintained all project management documents for PMO reviews.
- Developed scalable design systems, improving consistency and efficiency across products.
- Led mobile-first development for zero-to-one learning App, integrating AI-driven Search and personalization.
- Directed strategy and design for intuitive AI-inclusive interfaces, boosting user engagement by 25% while including & distinguishing "smart answers" from AI modeling
- Created executive dashboards with key stakeholder involvement and continuous monitoring/reporting
- QBR Reporting to stakeholders and recurring in-person leadership updates

Senior Product Manager, Innovation Factory
Edward Jones Investments [Contract]
[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.
- Conducted digital asset research & facilitated training for Leadership and Field Partners.
- Crafted guidance for financial professionals for clients' digital assets management.
- Directed 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.
- Redesigned field advisor tools, cutting onboarding time by 6 hours per client.

Lead Program Manager, User Experience
USAA
 [Mar 2021-Sep 2022]

- Implemented product strategies with an emphasis on rapid iteration and testing, balancing innovation with risk management to protect user experience.
- Developed and communicated group-level product strategy and long-term roadmaps, aligning closely with executive stakeholders and company-wide OKRs.
- Successfully recruited, coached, and retained growth-minded product managers, instilling a culture of inclusion, continuous learning, and ownership.
- 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 to support the enterprise vision and automated reporting and KPI standardization.
- Vetted third party vendors to provide requirements, coordinate testing/change management.
- Streamlined compliance workflows for Clarity from Salesforce with a delta improvement of 17% to full compliance.
- Regularly collaborated with marketing and lifecycle teams to scale retention initiatives and deepen engagement across user journeys.

Senior Product Manager
Dell Technologies
[July 2019-Mar 2021]

- Championed the development of loyalty programs and engagement incentives—increasing return visits and customer lifetime value across digital platforms.
- Developed and executed comprehensive roadmaps to inform the design of enterprise and consumer software products for 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%.
- Trained initial ML Search answers to include brand-specific names, synonyms, and text replacements.
- Strategy lead on internal tooling, cost/ROI analysis, and subsequent efficiency reports
- Integrated disparate data sources to build our enterprise knowledge graph.
- Mapped interdependencies between verticals and reported any delivery risks.
- Presented AI-driven cost-saving proposals to C-suite, securing $3M for new ML-driven search features.

Senior User Experience 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) payment system for insurance payout chain-of-custody pilot
- Built and scaled promotion and offer frameworks with Kobe, partnering with marketing and engineering to ensure real-time experimentation and measurable business outcomes.
- Liaison for Development, Engineering, and Program/Business Teams
- Facilitator: Workshops—synthesized insights from members for new iOs and Android features.
- Conducted risk assessments and developed governance frameworks for Salesforce data integrations.
- Financial modeling and reporting for new member financial predictive mobile app

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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.

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

- 2023 St. Edward's University Inaugural Grad Award for establishing Sourcery DAO
- 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"

Professional Affiliations

- AIGA Member
- Mentor, Women in Cybersecurity (WiCys)
- Mentor, TH.0 Blockchain Hackathons
- 2017-18 City of Austin Zero Waste Advisory Commission board member

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Tools & Technologies

Figma | Sketch | Adobe CC | Axure | InVision | Balsamiq | Mural | Tableau

Miro | Jira | TFS | Confluence | Tableau | Qualtrics | UserTesting | SQL | Python | Excel

Salesforce (Expeditioner)

Portfolio
Blythe Christopher