I’m currently managing the A/B testing with Adobe Target at Lands’ End in Madison, Wi. In transitioning from IT and UX roles into a lead testing implementation role I have a strong background in both design and development, which I think, makes me a strong candidate for this position.

I’m currently managing the A/B testing group at Lands’ End. I have been implementing tests with Adobe Target for 3 years. With my background in UX and Development I have strong Javascript skills as well as an ability to drive insights from data. I believe my hybrid background makes me a strong candidate for this role.