

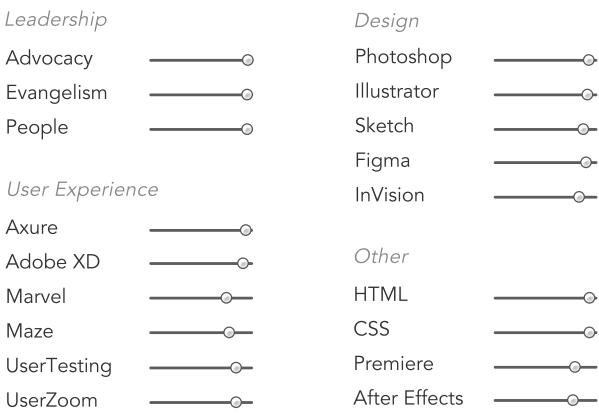
# Jeffrey M. Anscomb



## Experience / Strategy Evangelist | Creativity Empowerer | Partnership / Team Builder

Experienced UX designer, strategist, advocate, and leader with a focus on collaboration, problem-solving, and creative thinking. Specializing in providing innovative user-centered design culled from usability test-driven results and meticulous research and discovery. Values, effort, and purpose-driven leader that helps inspire the creativity of each team member, and pushes to turn weaknesses into strengths. A patient listener, teacher, and mentor.

## AREAS OF EXPERTISE



## AWARDS & RECOGNITION

Micro Site of the Year – Danze “Flush It” – Bronze  
The Show 2008, Minneapolis, MN

Micro Site of the Year – Activision WSOP “Beat the Brat” – Merit  
The Show 2008, Minneapolis, MN

Other interactive – GdB Interactive Holiday Card – Merit  
The Show 2008, Minneapolis, MN

**“Jeff cares deeply about users, their needs, goals, and challenges. He evangelizes iterative development, is a passionate advocate for continuous user testing and discovery, and always seeks to find the fastest and most efficient way to validate/reject the team's hypothesis.”**

▶ Lukas Pleva, Sr. Product Lead - Decision Support

## PROFESSIONAL HISTORY

**Lowe's, Charlotte** 2021 → Present  
*Sr. Manager, User Experience*  
Leading a team of product designers, product researchers, and content strategists through organizational, demand-oriented, and more specifically, customer / user-driven experience processes customized for streamlined utilization of resources to meet market and promotion analyzed releases. Cultivating a creative environment for remote contributors across the United States, and collaborating with business partners across the globe. Delivering industry-leading experiences in e-commerce, marketing, and communications to a broad array of customer segments.

### Responsibilities:

- ▶ Orchestrating the product processes with business partners and engineers to deliver excellent user experiences and delight for our customers
- ▶ Fostering talent within 2 vertical teams that include 22 reporting contributors. Evaluating and putting them on paths to grow in the organization, and in their industry
- ▶ Working closely with leadership teams across our department, and with partnering departments to streamline workflows, and eliminate creep, inadequate point sizing, and create a clearer vision to combined organizational goals
- ▶ Advocating for our process, our contributors, and our standards in product creation and conceptualization
- ▶ Creating and acting on best practices within the industry to utilize strategy, architecture, and research to the pinnacle of its effectiveness. Always evolving our process for quality user metrics
- ▶ Developing learning plans and educational courses to continue contributor growth as well as educate partner teams on Lowe's UX / Product Design processes, ways of working, values and principals, and metric / analytical methodologies