People-first UX leader

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## Summary

People-first UX leader who aligns the business's strategic vision with the core values of its users, fostering a deep connection that drives highly profitable and beloved products.

| **Aggregate** | **Leadership** | **Profits** |
| --- | --- | --- |
| 16 years in UX  121 products launched  100M+ users served | 51 team members led  100% team retention  32 Mentees | 200M Revenue Generated  400% avg. time to market decrease |

## Experience

**AVP UX | LPL Financial | 2023**

* Managed 5 initiative, 8 head portfolio, including AI LLM customer chatbot, financial regulatory platform, and internal employee tools, resulting in a $51M YoY EBITA increase on a 10M budget
* Led 3-month MVP of a two-decade legacy onboarding system, overcoming 7 years of churn
* Reduced customer onboarding time from 6 months to 4 weeks

**UX Director | Deveron | 2021 - 2022**

* Launched employee portal, sales analytics platform, design system, agronomist app, and various soil health and collection tools.
* $31M increased EBITA on a 4.5M budget | Increased employee retention by 900%.
* Built and ran a North American remote team of 30 UXers, PMs, and Devs, maintaining 100% retention.
* Led design thinking workshops to establish career advancement initiatives

**UX Lead | Cox Automotive | 2020 - 2021**

* Built search, eCommerce, and AI-recommended deals for Central Dispatch and Ready Logistics; merged platforms, integrated mobile-first design with voice and gesture controls
* Hired 2 UXDs, contributed to the design system, and conducted 60 user interviews
* Boosted revenue by $12.8M and increased market share from 78% to 93%.
* Achieved a 40% increase in engagement and an 80% reduction in task completion time.

**Lead UX Designer | Chick-fil-A | 2020**

* Led COVID-19 response, ensuring 100% restaurant uptime
* Redesigned app checkout and rewards, reducing pickup wait times by 60% and increasing customer engagement by 400%
* Conducted heuristic evaluation, journey mapping, wireframes, and user persona development
* Managed a team of 5 UXDs and 1 UXR

**Senior UX Lead | Kabbage | 2019 - 2020**

* Implemented design system, saving ~$750,000 and boosting efficiency
* Cut design and development time by 40% and 30% respectively
* Designed a small business loan application wizard, cash flow forecasting tool, and payment tracking dashboard

**Lead UX Designer | Live Oak Bank / Apiture | 2015 - 2019**

* Developed banking SaaS products adopted by major financial institutions including SunTrust, BB&T, and Navy Federal Credit Union
* Designed account opening, transaction monitoring, payments, insights dashboard, mobile app, fraud resolution, remote deposit, and third-party integrations
* Improved WCAG accessibility from non-compliant to AAA compliance
* Achieved an 80% reduction in support tickets, and a 25% increase in customer satisfaction
* Managed 3 UXD / front-end developer hybrids

**UX Designer | Steptoe and Johnson | 2013-2015**

* Designed and implemented a thought leadership platform for lawyers, increasing online engagement by 50% and generating 30% more client leads
* Led redesign for a responsive website of a $100M/year 600-employee company

**UX Designer | C-Leveled | 2011 - 2013**

* Built a custom CMS allowing small businesses to create and manage their websites, increasing client online visibility by 40%
* Designed and optimized user-centered interfaces, information architectures, and prototypes.

**UX Designer | Song Whale | 2009 - 2011**

* Developed text SMS features for customer engagement rewards, including point tracking, instant redemptions, and personalized offers, increasing participation by 35%
* Implemented iterative design process with user feedback and A/B testing