

## Education

M.S. - Technical & Professional Communication (UX concentration)

*University of Wisconsin*

B.A. - English Creative Writing

*John Brown University*

## Skills

- Design & research operations
- Risk management
- Process improvement
- Design system management
- Stakeholder collaboration
- Design sprints & ideation
- Operational scaling
- Product design
- Service design
- Executive communication
- Multi-discipline team management
- Quantitative research
- Qualitative research
- Relationship building
- Brand development
- Hiring & talent development
- Vendor management
- UX tool management
- Content strategy
- Change management
- Technical & UX writing
- Editorial management

## Conferences

- 2023 PUSH UX
- 2022 Design Leadership Summit Speaker
- 2022 UXDX Speaker & Panelist
- 2021 UX Strategy Speaker
- 2021 Remote Design Speaker
- 2020 Remote Design Speaker
- 2019 Design Leader Summit Speaker
- 2019 SIC Speaker
- 2019 Big Design Speaker
- 2018 LocoRetail Speaker
- 2018 Big Design Speaker
- 2016 SXSW - Event Design

## Publications

"How to Measure the Impact of Design" - 2022

"Democratizing insights: How to scale user research throughout your organization" - 2022

## Languages

Mandarin - Bilingual

## Capital One 2020 - Today

### HEAD OF DESIGN DATA & OPERATIONS

#### Enterprise Design

Led the development and execution of an operational strategy for a dynamic, equity-focused product design organization for all of Capital One design organization. Established and maintained policies, procedures, and controls for risk governance within the design operations function, working closely with legal and compliance teams to ensure regulatory alignment.

### HEAD OF DESIGN

#### Research, Strategy & Design System - Auto Finance

Drove scalable & sustainable change for all of research operations, design system & design insights strategy for Capital One's auto finance. Responsible for scaling insights sustainability, design data strategy, design system integration for 18+ products and all research, including vendor management, contractor strategy and tool assessment.

- Launched first CX data capability in auto finance for Capital One design.
- Led compliance, risk and tooling management for research tools, achieving 100% compliance in 2022.

### DIRECTOR OF DESIGN

#### End to End Experience - Auto Finance

Responsible for creating vision, strategy & execution for end to end view of financial services design work for 15+ product roadmaps. Created end to end vision state view for product teams, designers leadership

- Increased team size by 72% within first year & promoted within year
- Built product connection insights & operationalized measurement criteria for defining design quality at scale. Led pilot program automating design measurement framework of quality for product analytics, building first design data capability team.

## Walmart 2015 - 2020

### HEAD OF UX

#### Associate Digital Experience

Executed all phases of UX work for Walmart's Associate Digital Experience portfolio, managing distributed team of 23+ designers and researchers globally. Led strategic and tactical execution of building research and design operations at scale, including adoption of design system.

- Executed operational changes that increased efficiency for UX delivery by 22% in the first year
- Expanded design locations to global markets, overseeing teams in Bentonville, Austin and Bangalore.
- Launched Austin design studio, creating community presence through design events, speaking and sponsorship of conferences

### SR UX MANAGER

#### Associate Digital Experience

Started as UX designer in Walmart People Data. Promoted to senior manager within one year. Oversaw and managed user experience designs delivered by the UX team for all domain partners.

- Oversaw redesign of 8 major products, increasing adoption by 23% and increased team productivity by 49% within the first year

### UX DESIGNER

#### Walmart Data

Drove creation of design specs and led user research, interface design, wireframe development, usability studies and stakeholder management.

- Designed first experimental chatbot product for mentoring program, leading to 66% request increase

### UX INNOVATION DESIGNER

#### Lab 415-C

Led innovation design and ideation, working with tech startups and internal stakeholders managing product life cycles. Managed lab showcase for emerging technology, overseeing day-to-day operations for the lab, and supported rapid prototyping cycles.

- Spearheaded first international open tech call for Walmart, with 80+ startups internationally in attendance

## Other Roles 2011 - 2015

### CONTENT CREATOR

#### Ivie & Associates

Wrote creative content for client (Walmart) in collaboration with media channels and campaigns. Developed content for Walmart national social media (audience of 34 million)

### EDITORIAL MANAGER

#### John Brown University

Developed and managed web content, including social media accounts and branding campaigns. Managing editor and writer for magazine (cir. 19,000)