

SUMMARY

Experienced digital user experience leader with demonstrated success in delivering revenue-generating user-centered designs and content strategies that meet business and strategic goals. Developed end-to-end UX for B2B and B2C global multi-lingual websites. Managed and motivated results-oriented remote teams in a fast-paced, global environment.

SKILLS

- UX Strategy and Vision
- User Research and Analysis
- Usability Testing
- User-Centered Design
- UX Governance
- Visual Design Management
- Content Strategy
- Editorial Leadership

PROFESSIONAL EXPERIENCE

DHL Express | Phoenix, AZ | 2005 - 2024

Vice President, Digital User Experience

2019 – 2024

Directed UX, roadmap, content strategies and teams for MyDHL+, the global shipping application for DHL Express division (€10+bn annual revenue).

- Managed team of 12, directing content creation, website enhancements, CMS and web production for 230+ sites in 50+ languages
- Oversaw UX customer research, analysis, data-driven designs and usability testing
- Communicated UX vision and concepts to executive stakeholder
- Managed UX agency and design team
- Established cross work stream collaboration and coordination for successful roadmap development and deployment planning
- Directed content strategy, content translation processes and Accessibility assessment
- Led integration of UX design and content management governance models into application development process
- Established UX Center of Excellence and supporting processes, documentation and guidelines

KPI Revenue – UX design recommendations resulted in additional €70+m revenue in value-add services over initial 2-year period

KPI Efficiency – 75% increase in content publishing time-to-market

KPI User – Improved digital customer satisfaction in key metrics against competitive set

Senior Director, Global E-Commerce

2014 – 2019

Directed UX, content strategies and teams for global corporate website and web shipping applications. Led UX for convergence of 12 applications into new global shipping application. Managed implementation of customized version of Adobe Experience Manager (AEM) software.

- Managed team of nine, directing content creation, website enhancements, CMS and web production for 150+ sites in 30+ languages
- Oversaw UX customer research, analysis and usability testing
- Delivered wireframes, mock-ups, storyboards, experience flows and prototypes to establish user interface design and architecture
- Managed external resources for global consolidation process
- Collaborated with product and program managers, business stakeholders and UX architects/engineers
- Directed content strategy and content translation processes
- Established UI style guide and content guidelines for global shipping application

KPI Process – Established unified UX and content strategy discipline for global shipping application

KPI Cost – Reduced 12 content maintenance systems and licensing costs to one centrally managed global CMS

DHL Express | continued

Director, Global E-Commerce

2007 – 2014

Directed UI design, content strategies and teams for global corporate website (dhl.com). Managed design and launch of first cross-divisional corporate brand site. Led and implemented centralized website authoring governance model.

- Managed team of seven, directing content creation, website enhancements, CMS and web production for 150+ sites in 30+ languages
- Delivered mockup-ups and click models to illustrate interface design
- Facilitated design testing
- Managed design agency and consultants
- Collaborated with product and program managers, business stakeholders and IT teams
- Trained and managed website consultant and copywriting teams
- Established UI style guide for corporate marketing and campaign microsites

KPI Brand Awareness –Dhl.com launch resulted in a cohesive, single web domain and unified brand presence for all DHL divisions

KPI Cost– Centralized content maintenance model resulted in €1.5+m annual reduction of content maintenance costs

Program Manager, Global E-Commerce

2005 – 2007

Managed global website hosting platform and content maintenance system. Led website convergence project, migrating 150 locally hosted sites onto global platform.

ADDITIONAL WORK EXPERIENCE

Best Western International | Phoenix, AZ

Project Manager, E-Commerce Domain

Planned and managed key strategic initiatives for global consumer hotel booking, loyalty and group sales websites.

Manager of Websites

Managed global consumer hotel booking and loyalty websites, third-party partner booking site data distribution and business lead for proprietary booking engine and integrated mapping projects.

Brand Identity Representative

Managed brand identity compliance program and vendor marketing designs.

EDUCATION

Arizona State University, Tempe, AZ

Bachelor of Science (BS), Studio Arts and Design, 60 credit hours completed