

## EXPERIENCE

### NCR Corp • Retail Transformation

Sr. Manager, Strategic Consultant

Jul 2021 - Present  
Richmond, VA

- Developed process and practice for the Retail Transformation Consulting team, allowing for consistent and scalable approach to projects/clients
- Lead a cross functional team in CX initiatives across North America supporting brands such as T-mobile, Meijer, Pilot, Wawa, and Dollar Tree

### Capital One • Consumer Card & IPX

Manager, Design Strategist

Aug 2018 - Jul 2021  
Richmond, VA

- Discovered and built an over-arching CX strategy; led business and tech partners using multiple frameworks solving our customers' biggest needs in our Transactions and Balances channel (mobile/web)
  - Results: 4% decrease in calls, 1% increase in reward redemption
- Delivered full strategy to digitally transform our acquisition and welcome experience to enable instant spend and encourage new feature adoption
  - Results: Increased spend in first 30 days +20% through instant issuance
- Led research and business process design plan for our Café experience to increase engagement, pre-customer conversion, and brand perception

### Capital One • Sales and Originations

Principal Design Lead

Jan 2017 - Aug 2018  
Dallas, TX

- Ran an audit of our dealer sales operations and used service design principles and contextual research to discover gaps in our offerings
- Incorporated business leaders in re-writing multiple internal roles to build stronger relationships with dealers pivoting from provider to partner
  - Results: Digital tool engagement +35%, auto loan contracts by +20%

### Capital One • Auto Finance, Dealer Services

Senior Design Lead

Mar 2015 - Dec 2016  
Dallas, TX

- Led design team in building our largest B2B product, Dealer Navigator, an application that allows dealers to structure loans in real time
- Managed 3 designers and partnered with executive stakeholders
  - Results: Received C1's highest award, increased dealer cash-out by +9% in first year, grew product from single feature to full platform

### The Integer Group • Retail Arts Lab

Interaction Designer

August 2013 - March 2015  
Dallas, TX

- Led user experience for our retail transformation lab.
- Used human centered design to elevate shopper experiences for our many clients including AT&T, 7-Eleven and Nebraska Furniture Mart

## EDUCATION

### Savannah College of Art and Design • 2013

Bachelor of Fine Arts  
*Magna Cum Laude*

Industrial Design  
Interaction Design

## ADD'L SMARTS

ValueSelling  
Certification • 2021

Learning as Leadership:  
SPARK Training • 2019

Adaptive Path:  
Service Experience  
Intensive • 2016

Adaptive Path:  
User Experience  
Intensive • 2016

## AWARDS

Capital One Auto Finance  
Diamond Award • 2017

Capital One  
Circle of Excellence • 2016

SCAD Outstanding  
Achievement Award • 2013

## CHOPS

### ◆ Skills

CX Strategy  
CX Discovery + Testing  
CX Journey Mapping  
Service Design  
Product Design  
Value Mapping  
Process Design  
UX/UI Design

Storytelling  
Cat Herding  
Design Management  
People Management  
+ Development  
Brand Development  
Presentation Design  
3D Design

### ◆ Tools

Adobe CC  
Google Suite  
Microsoft Suite  
Figma  
Mural  
Trello  
Jira + Confluence  
Keynote

### ◆ Interests

Musician  
Wake Surfing  
Kickball + Volleyball  
Social Causes  
LGBTQ+, BLM,  
Racial Justice  
Paddle Boarding  
Yoga