

Christine D. Curtis

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Passionate tech industry leader with a proven track record of driving business results through customer-focused product innovation. Deep experience scaling User Experience impact within high-growth product organizations. Expertise in building and scaling multidisciplinary User Experience teams, including Product Designers, Product Researchers, Design Systems Specialists, Visual Designers, Design Strategists, Content Designers, Product Managers, and Front End Engineers. Experienced in establishing and scaling best practice programs around Product Design cross functional engagement models, quantitative and qualitative research methodologies, Design Systems enablement, Accessibility compliance, and product analytics programs. Proficient in directing high profile strategic projects and mentoring leaders. Proven success building and leading full remote and hybrid, globally distributed teams.

Vice President, User Experience and Design Thinking – Genesys

Menlo Park, CA • April 2022 to Present

Serving as the senior executive for User Experience (UX) driving value throughout the Product Delivery Lifecycle by collaborating across Product Management, Engineering, Marketing, Sales and Executive leadership teams. Establishing and operationalizing a global strategy for the User Experience discipline as part of the holistic Genesys product development lifecycle.

Building and inspiring cross-functional teams under the Genesys UX umbrella, including Product Design, Product Research, Content Design, Design System and Design Thinking in a fully remote environment based across North America and EMEA.

Introduced accessibility and compliance standards as part of the Design System directly enabling global sales and certifications.

Established a Product Analytics team to measure progress and drive smart iteration of the UI through data.

Championing global efforts toward positively impacting the lives of our coworkers, our customers, and those in our local communities.

Vice President, Product Design – Sonatype

Fulton, MD • December 2019 to April 2022

Built, managed and grew a multidisciplinary User Experience team, including Product Designers, Product Researchers, UX Writers, Product Managers, and Front End Engineers in a fully remote environment based across North America and EMEA.

Introduced a customer focused product strategy across the product platform while elevating the voice of the customer to the highest levels of leadership.

Established and drove a data-first, research based culture in the product team, establishing best practices around quantitative and qualitative user research.

Launched a platform wide Design System and front end Component Library to reduce engineering effort while driving consistent best practices across the platform.

Introduced Accessibility standards (WCAG) across the platform and built a team of SMEs to drive best practices. Report up financials, success metrics, staffing, etc. to leadership.

Senior UX Design Leader, Manager – Amazon

Seattle, WA • November 2015 to December 2019

Design Leader of a multidisciplinary, hybrid global platform team focused on helping businesses of all sizes sell their products on the Amazon retail platform.

Managed in the player/coach model, a senior team of Product Designers, User Researchers, UI Engineers and Design Systems Specialists, based across North America and EMEA, while personally responsible for the on-time, on-budget, on-strategy delivery of the most strategic projects

Defined, developed and socialized a clear vision for design innovation while not sacrificing speed of delivery.

Served as the single point of contact UX SME for the platform, providing relevant, feasible and strategic solutions to support business and tech objectives

Provided leadership and design direction, influencing across teams and giving thoughtful, detailed and actionable design feedback.

Translated and leveraged research data into a story that drives business opportunity, project objectives and prioritization.

Delivered on the business strategy and customer vision of a continuously scaling world-class global selling experience supporting approx. 2.3 million business owners, generating approx. \$160B in annual sales globally.

Lead UX Designer – LiveAreaLabs

Seattle, WA • March 2014 to November 2015

Lead and directed design for high-profile projects defining problems and designing user focused solutions.

Collaborate with project contributors, stakeholders and multidisciplinary teams to deliver innovative, user-focused solutions, while maintaining client brand integrity.

Conduct User Research and present findings to stakeholders

Mentor and contributed to a team of UX Designers in a fast-paced ambiguous environment.

Lead and participated in Design Thinking workshops and presentations both internal and client facing.

Sr. Art Director UX/CRO – IM Solutions

Dallas, TX • July 2013 to March 2014

Lead and directed design for projects defining problems and designing user focused solutions.

Work with product managers, engineers and executives to create high-performing websites, landing pages, forms, and assets to support business needs, with a heavy focus on Conversion Rate Optimization (CRO).

Served as a resource and mentor to a creative department of 10+ in areas of design, information architecture, usability best practices, and development.

Designed and developed a cohesive corporate social media strategy that increased engagement over 4000% across channels and produced a measurable positive effect on the corporate bottom line.

Interactive Art Director/UX Director – American Airlines

Fort Worth, TX • August 2012 to July 2013

Strategic direction and design of clean, elegant user interface solutions for a variety of business goals, including responsive desktop, mobile applications, and social media.

Worked directly with the UI engineering team directing the implementation of design and functionality

Assemble business requirements, user stories, user testing feedback and brand standards into smart, user-centered strategies that support the corporate identity.

Designed and produced everything from high level concepts and mood boards to specific, page-level functionality in various formats for presentations and pitches.

Served as a resource and mentor to a creative team of 10+ in areas of product design, information architecture, research, usability best practices, and front-end technologies.

Senior Multimedia Designer - IMC2 health and wellness

Dallas, TX • February 2007 to August 2012

Created fresh, exciting, on-target designs and ensured that they transitioned smoothly into cutting edge functional web spaces as a member of a cross functional team, including designers, engineers, writers and clients. Focused on delivering unique digital solutions for the business challenges facing brands in the pharmaceutical, biotech, device, medical education, healthcare, and wellness industries.

Leveraged new technologies on a daily basis to assure that the team's creative vision was realized with the most efficient and engaging User Experience possible, all while staying in scope and on strategy.

Client accounts included; GlaxoSmithKline, Eli Lilly, Pfizer, Shire, Novartis, Alcon, Iams, Eukanuba, Nestle, and Procter & Gamble.

Interactive/UX Director - QuestCorp Media Group

Dallas, TX • March 2005 to February 2007

Managed the overall online presence. Designed, structured, and developed the corporate intranet and internet sites. Principal designer and developer of 30+ client web sites.

Supported print design department in creation of magazines and related collateral for 200+ clients, working primarily in InDesign, Photoshop and Illustrator.

Coordinated with C-suite and IT to guide the development of the overall corporate IT structure and strategy.

Senior Designer - Targetbase

Irving, TX • Jan 2005 to March 2005

Produced print ready files for advertisements in programs such as Quark, Photoshop, InDesign and Illustrator.

Created of complex die-cuts and folds for direct mail pieces. Color corrected product and model images in Photoshop. Created ad mock-ups for clients, both pdfs and working paper models. Worked closely with art directors and production coordinators to ensure smooth workflow.

Client accounts included GlaxoSmithKline, Southwest Airlines, Iams, Eukanuba, Fisher Price, Neiman Marcus, and Procter & Gamble.

Interactive Marketing Director - Allied Companies

Dallas, TX • March 2004 to December 2004

Created custom sales presentations including PowerPoint presentations, booklets, graphs, etc. working in Excel, Word, Quark, Illustrator, Photoshop, Flash and Visio.

Designed and created print ads, postcards and general trade show marketing material.

Lead website redesign team. Led research with sales staff and client specialists

Senior Art Director - Harlequin Graphics,

Plano, TX • December 2001 to March 2004

Designed and produced advertisement spots, direct mail pieces, brochures, logos, presentations and invitations, etc. using programs such as Quark, Photoshop, PowerPoint and Illustrator.

Traveled frequently to client offices both domestic and international.

Designed, developed and maintained website.

Managing Creative Editor - Texas Longhorn Breeders Association

Fort Worth, TX • October 1998 to December 2001

Designed and produced a 64 page monthly publication.

Hired, trained, managed and directed an effective design department of designers and freelance artists.

Tools and Technologies

Figma • Sketch • Adobe CS • Jira • Slack • Confluence • Sharepoint • Dovetail • Usertesting.com • Miro
Pendo • Maze • Tableau • Microsoft Power BI • SQL • Github • React • Angular • Node.js • Ember •
Javascript • HTML • Cascading Style Sheets (CSS) • Microsoft 365 • Google Suite

Skills

Product Research • Design Thinking • Design Systems • Agile Methodologies • Design Leadership •
Cross-functional Team Leadership • Project Management • Wireframing • User Experience • Product
Design • Cross-functional Coordination • Service Design • Usability Testing • Design Strategy •
Information Architecture • User Interface Design (UI) • Rapid Prototyping • Lean UX • Mobile
Applications • Creative Direction • Interaction Design • Wireframes • Brand Development

Education

UX Master Certification

Nielsen Norman Group