

Tools for Transition Sample Resume
Design Director

I am a leader who sees the world through a design lens — recognizing problems, challenges and opportunities to improve and enrich business processes and people's lives. I have a breadth of experience that enables me to see more options and opportunities faster and easier, with insight into areas others simply cannot see.

I understand what motivates and moves creative people. I build highly engaged and productive teams, and provide authentic leadership around design, business and collaborative relationships.

Built design, content and production practices from the ground up for agencies and enterprises. Transformed teams, processes and products for sustainable and scalable performance. Championed design as key to business growth, innovation and competitive advantage, and secured executive buy-in. Managed, mentored and inspired creative talent in producing award-winning work.

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- **Redesigned industry-leading products** leveraging applied behavioral science, artificial intelligence (AI) and new engagement strategies to reach millions of customers around the world.

 - **Created just-in-time systems** for matching creative and design resources with clients and customers, ensuring project success, account retention and renewal. Fostered positive relationships across all business and partner collaborations.

 - **Directed cross-functional teams in the design, development and launch** of global corporate and transactional websites. Implemented data-driven personalization.

Industry experience: Ad Agencies, Agriculture, Automotive, Banking, Biotech, Consumer Electronics, Education, Energy Efficiency, Enterprise Software and Integration, Financial Services, Food Service, Healthcare, Hospitality, Life Sciences, Logistics, Mobile and Web Application Development, Nonprofit, Product Manufacturing and Distribution

CONFIDENTIAL COMPANY • 2017 – Present • Technology management solutions for technology companies worldwide

DIRECTOR, DESIGN + CONTENT | 2018 – Present

Oversaw the UX / CX design and content team delivering B2B2C products and services for the global business unit. Managed team with up to 14 direct reports in six different locations.

Context: Redesigned cornerstone products in response to key client and market research. Led UX research, design and content teams specializing in behavioral energy efficiency and engagement.

Challenge: Mature product, aggressive competition, evolving industry threatened market-leading solution and status. Reimagining and rebuilding products would signal transformation and innovation to clients, analysts and competitors.

Action: Proposed complete overhaul of product leveraging in-house staff. Directed all stages of product prototyping based on user research, including customer attributes and dynamic personalization. Launched MVP and beta releases.

Impact: Secured category-leading position. Increased client and customer satisfaction, and won renewal and new business exceeding all expectations. Inspired organization to reimagine and rebuild for sustainable and scalable product innovation.

Janice Holt • Page 2 Website resume sample to be proofed Jan 27, 2024

Tools for Transition Sample Resume

Confidential Company (Continued)

SENIOR MANAGER OF CREATIVE | 2017 – 2018

Built a deep bench of user experience strategists, designers, writers and illustrators, and guided cross-functional collaboration. Activated client brands across multichannel products and experiences. Supported sales and new business.

Context: Stood up a fully-functions design and content team within 120 days, after extensive staff downsizing through acquisition and merger of *Confidential* company.

Challenge: Post-acquisition staff cuts risked delivery on 90+ client accounts. SLAs required no disruption of service.

Action: Identified and hired key capabilities. Updated onboarding, training tools and documentation. Planned and executed a “listening tour” with stakeholder and client teams. Ran monthly analysis reporting on internal KPIs and client sentiment.

Impact: Built functional and thriving team within 100 days. Stabilized project intake, management and resolution with no disruption of service to client accounts. Credibility was established through superior customer service and solutions.

CONFIDENTIAL COMPANY

Logistics and transportation software startup

2016 – 2017

DIRECTOR, PRODUCT DESIGN

Directed Product UX teams in the US and Mexico. Established design system, pattern library and style guide for product and brand. Produced marketing, sales and training assets. Conducted market and user research, product testing and analysis.

Context: Early-stage startup bringing digital transformation to small agriculture, logistics and trucking businesses.

Challenge: As the first design practitioner and leader, solely responsible for the research, strategy and complete design of three unique digital web-based and native app products against a requirement to launch in 18 months.

Action: Worked closely with CEO, CTO and Sales to ensure fit and effectiveness for POC through launch. Engaged nearshore development resources. Created launch strategy, plan and deliverables including sales enablement tools.

Impact: Successfully launched three products in 18 months. Enabled all clients to meet food safety and traceability requirements. Large clients secured lucrative wholesale accounts through digital enablement and processes.

ADDITIONAL WORK EXPERIENCE

CREATIVE DIRECTOR

Confidential enterprise software and services company

DIRECTOR, UX DESIGN

Confidential life science research diagnostics products manufacturer

BRAND / INTERACTIVE DIRECTOR

Confidential full-service advertising agency

MARKETING DIRECTOR

Confidential full-service custom residential and commercial design

EDUCATION

University of *Confidential State*

Confidential College of Arts + Crafts

University of *Confidential State*

Confidential School of Business: Executive Leadership Program

Graphic Design: three years of coursework towards Graphic Design degree

B.S., Human Development