Chris Paddock

User Experience Executive

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# SUMMARY

# Accomplished UX Director with over 20 years of experience leading design and research teams in ed tech, fin tech, healthcare, and IT. Demonstrated success in creating exceptional user experiences that drive business value and customer satisfaction.

# WORK EXPERIENCE

# Sr. Director, User Experience | Macmillan Learning |  2020 –2024

* Restructured and expanded a team of 25 managers, designers, researchers, and developers, accelerating Macmillan’s digital transformation.
* Led the strategy and redesign of the entire shop-to-adopt process, enhancing instructors' ability to self-serve the evaluation, creation, and implementation of new courses.
* Developed the UX strategy for the design of two open-sourced applications funded by the Bill & Melinda Gates Foundation.
* Directed the redesign of our design system to support our SaaS, B2B products.

# Director, User Experience | Ivanti (formerly Cherwell Software) | 2018 - 2020

* Developed multi-year UX strategy, impacting Gartner and Forrester rankings.
* Built a team of full-stack UX designers and a UX lab to support SaaS, B2B products.
* Evangelized product and UX strategies at global conferences and to the Customer Advisory Board.
* Led the development and implementation of a new design system.

# Director, Digital Strategy & UX | Merge (formerly Partners & Simons) | 2016-2018

* Led digital new business efforts, including RFP responses and new business pitches in healthcare and financial services.
* Led digital strategy and UX for digital initiatives with Blue Cross Blue Shield, Johnson & Johnson, and LivaNova, among others.
* Created the Digital Trust Scorecard, a business development tool that uses advanced tools to measure user experience, technology, and SEO against primary competitors.

# Director, Digital Strategy | Wheaton College | 2013-2016

* Directed the redesign of online giving platform, leading to an annual donation record.
* Directed the design and development of Wheaton’s first mobile app.
* Led the development of a responsive, online campus map to drive campus visits.
* Overhauled the design of the school’s primary lead-nurturing email campaign, increasing click-through rate by an average of 3%.

# Director, Web Strategy & UX | Sallie Mae | 2010-2013

* Built the company’s first UX team to support all web and mobile properties.
* Directed the redesign of SallieMae.com (B2B) and development of a new design system, increasing conversions and organic traffic by 20%, and online revenue by 10%.
* Directed the redesign of CollegeAnswer.com to increase traffic and lead generation.
* Served as business owner for SallieMae.com and CollegeAnswer.com.

# Sr. Manager, User Experience | Qiagen (formerly Ingenuity Systems) | 2008-2010

* Revamped the product-development processes, integrating best practices in user-centered design and analytics.
* Directed contract designers to create concept designs, task flows, and wireframes.
* Created a new design system for products targeted to biologists.
* Led research initiatives, conducting stakeholder and user interviews, usability testing, and market analysis.

# Sr. Manager, User Experience | Obopay | 2007-2008

* Led the design of B2B and B2C SaaS online and mobile solutions for Obopay and its Fortune 500 clients.
* Built a team of full-stack designers and implemented a user-centered product development process.
* Built a usability lab to support user research and validate design concepts.

# Manager, User Experience | Virgin Pulse | 2007-2007

* Redesigned Virgin’s core B2B, SaaS product, increasing engagement and satisfaction.
* Managed vendors to develop designs and visual assets.
* Conducted usability studies to validate new design concepts.

# Interaction Designer | Bank of America (formerly Fleet Bank) | 1999-2006

* Led the UX strategy for the Fleet Bank/Bank of America merger of B2C web properties.
* Designed Bank of America’s first online brokerage application.
* Redesigned Bank of America’s ATM/Branch locator tool, increasing satisfaction scores and online sales via personalization.
* Designed Bank of America’s cutting-edge security toolbar.
* Designed multiple credit-card reward sites for cards of major brands.

# EDUCATION

# M.A., English | 2000 | Illinois State University

# B.A., English | 1996 | SUNY Fredonia

# SKILLS

* User Experience Strategy
* User Experience Design
* User Experience Research
* Project leadership
* Stakeholder management
* Consensus building
* Digital transformation

# PUBLICATIONS & CONFERENCES

* “Creating an Empowered UX Team.” March 2020, ConveyUX Conference, Seattle, WA.
* “Revisiting the What, Why, and How of Customer Journey Maps.” November 2019, Conference Board Digital Marketing Council, New York, New York.
* “Knowledge is Power: The Future Knowledge Experience in CSM.” October, 2019, Clear Conference, Nashville, TN.
* “Beginning and Maintaining a Customer-Centric B2B Culture.” October 2019, Ultimate CX Conference, Las Vegas, NV
* “Cherwell’s New User Experience.” June 2019, Clear Conference, London, UK.
* Better Performance through User Research.” September, 2018, Cherwell Global Conference, Colorado Springs, CO.
* “UX Best Practices & Design-Thinking Workshop.” September, 2018, Cherwell Global Conference, Colorado Springs, CO.
* “Enterprise User Experience as a Competitive Advantage.” December 2018, UXmatters.