**KIMBERLY P. SUTHERLAND**

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Portfolio: [KimberlySutherland.com](http://www.KimberlySutherland.com)

Accomplished professional specializing in User/Customer Experience Research and Design Leadership, Design Systems, and Digital Marketing Product Strategy. Skilled at org design and program building. Adept at leading large and small distributed, cross functional teams to execute successful strategic design and development, exceeding key metrics.

AREAS OF EXPERTISE

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| --- | --- | --- |
| * B2C and B2B | * Program/Org Design | * eCommerce Strategy |
| * Content Strategy | * Vendor Management | * Product Roadmaps |
| * Information Architecture | * Budgeting | * Business Analysis |
| * User Testing/Research * Web Accessibility * Web Analytics | * Team Coaching * Personnel Development * KPI / OKR Management | * Strategic Planning * Program Development * Cross Functional Leadership |

PROFESSIONAL EXPERIENCE

**Independent Consultant / Freelance**

**UX/CX Digital Product Strategist,** Oct 2021-Present

* Developed and implemented business structure for Bitcoin Mining Operations.
  + Hosting facilities selected, equipment purchased and implemented.
  + ASICs Online and Hashing split between two automated pooling partners.

**Western Digital**  Irvine, CA

**Design Director, UX Research, Design and Digital Product Strategy**, Jan 2019-Oct 2021

Designed and built an in-house multi-disciplinary Digital UX/CX Program and Product Management Team to support Western Digital’s global web properties, available in 22 languages.

* Designed and built Org to include Visual Design, Product Design, UX Content/AI, UX Research/Behavioral Science, and Product Mgt to ensure customer centric, data driven design practices.
* Directed development of Design System to accommodate global presence.
  + Accessible to WCAG 2.1 AA compliance, and therefore 508.
  + Responsive components support multi-lingual, multi-directional presentation across various view ports.
* Developed the growth initiative “One Western Digital” transformative strategy, to align individually branded sites into a single Shop-Learn-Care environment, end-to-end lifecycle approach for B2C/B2B global online presence.
* Created UXR/UXD enhancement loop program that has led to:
  + 33% YOY growth of return visitors (direct traffic), resulting in 129% order increase from repeat buyers.
  + Increase of cart conversions by 14%.
  + Increased adds to cart of internal color drives by 115%.
* Launched omni-channel “Voice of Customer” program in October ‘21 across Digital platforms and Call Centers, to collect actionable customer insights and create a UX/CX KPI framework.

**AT&T** Dallas, TX

**Director, Global Digital Design System**, 2014 – 2015

Led cross functional team in spearheading the strategic design, development, and construction of a central Design System; a common set of styles and standards to be leveraged across all of AT&T’s digital properties (Online, Apps, DirecTV, automotive touch screens, home security touchscreens, etc.), through reusable code of patterns and layouts. Implemented a responsive system, driving a cohesive, user-friendly experience across customer touch points, caring for accessibility and FTC compliancy to support all end user types across all screen resolution sizes.

* Improved the coding process by reducing coding cycles through removal of redundant coding activity, by introducing a modularized component code.  Coding and testing reduced by 30% while increasing product delivery by 20%. Projected 1Y IT savings of $2.8M.
* Simplified component builds limited the need for Agency design resources. Projected Y1 savings of $1.4M.

**AT&T, eBusiness**, Alpharetta, GA

**Director UX, Digital Product Design and Research**, 2007 – 2014

Led an organization of six distributed UX teams made up of 100+ employees and contractors. Managed the direction and execution of the data driven, interactive experience design across e-Commerce Learn, Shop, and Care activities supporting over 5 million visits per month through desktop, tablet, and mobile for small business through enterprise corps.

* Instituted a Lean UX model into Agile development, incorporating ongoing weekly user tests to accommodate multiple sprint team cycles, ensuring Voice of Customer throughout the design and development process.
* Organized a Voice of Customer Center of Excellence for omnichannel customer touchpoint shared learnings.
* Managed a $15 million contracted resource budget while supervising cross-functional teams comprised of UX Research, Information Architecture, Visual Design/Multi-Media, CMS Publishing and Development, Content Writing, and PMO.
* Directed the redesign effort for B2B based on user behavior research, increasing traffic into the purchasing environment by 300% and increasing revenue to top $1B billion the following year. ($7.2B in 2104)
* Through ongoing VOC driven enhancements, increased Customer Satisfaction scores by 30%, leading telecom industry benchmarks.

**Cingular Wireless**, Alpharetta, GA

**Senior Product Manager, Small Business - eCommerce**, 2005 – 2006

Led the industry, first in telecommunication to offer fully automated Small Business program. Conceptualized and developed an online strategy for Small Business eCommerce. Shifted the primary focus from pushing merchandise, to understanding the needs and challenges of the segment by introducing Product methodology.

* Identified 4 million Small Businesses utilizing Family Plans and requested changes to the company definition of Small Business, increasing the market opportunity for small businesses by 25 million customers.
* First to market with an end-to-end, automated online business account application, purchasing process, and account management for Small Business, putting Cingular in an industry leading position for SMB self-service.

**BearingPoint, Cross Industry Solutions Group**, Atlanta, GA

**Senior Strategic Information Architect & User Experience SME**, 2003 – 2005

Led projects for multiple organizations, offering strong business solutions and strategic insight to advance the programs. Spoke to the challenges that would be present in solving for international information synchronizing through language and security protocols as the initial hurdle. Collaborated with the eCommerce team during a large merger, focusing on consumer migration and defining web issues in the functional and customer experience perspective.

* Centers for Disease Control: Increased relevancy of content delivery to the end user, with billions of content artifacts, and multiple audience segments (from layman to scientific researcher), making relevant information easily retrievable. Conceived and commanded the development of the “go-forward” strategy, recommending a combined solution of search protocol and faceted navigation.
* PEPFAR (President’s Emergency Preparedness for AIDS Relief): Led strategic discussion workshop during the discovery phase for a U.S. State Department sponsored program to create a central repository for all AIDs related research currently available worldwide.