

# Chris Thomas

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## EXPERIENCE

### **Dow Jones — Director, Experience Architecture, Consumer**

MAY 2022 - DECEMBER 2023 - NEW YORK, NY (REMOTE)

Directed the user experience, architecture, and strategy for Dow Jones consumer brands and channels.

- Developed standards and documentation for how Dow Jones analyzes, optimizes, and communicates interactions with digital products and brands, utilizing user flows, wireframes, customer journey maps, personas, wireframes, prototypes, and functional specs.
- Synthesized key user insights to exceed business goals and improve the customer experience of Dow Jones digital products, brands, and channels.
- Strategically directed end-to-end collaborative research and design initiatives that launched pivotal features, driving engagement and increased subscriptions across targeted customer segments.

### **Vanguard — Lead User Experience Strategist, Mobile**

MAY 2020 - MAY 2022 - CHARLOTTE, NC (REMOTE)

Developed and led the cross-channel user experience and strategy of enterprise-level initiatives for Vanguard's Tax Center, Financial Advisor Services, and Digital Advisor offerings.

- Worked collaboratively with cross-functional teams to integrate synthesized user insights, aligning them with business objectives and technological feasibility to develop product solutions that allowed the organization to continuously build, measure, and learn without over-investing.
- Developed, executed, and oversaw a variety of qualitative and quantitative research and analysis techniques to continually improve the user experience and drive strategic decisions.
- Facilitated design thinking work sessions between business, product, development, and UX to assess, define, and prioritize new features and functionality.
- Established UX/JIRA workflows, processes, systems of record, standardization of project requirements and deliverables, and UX best practices across Vanguard CXD departments and Labs.
- Developed Journey Maps, User Flows, Wireframes, and prototypes to support new cross-channel user experience.

### **MSC Industrial Supply, Co. — User Experience Manager**

FEBRUARY 2019 - MAY 2020 - DAVIDSON, NC (HYBRID)

Developed and led the user experience of enterprise-level initiatives across MSC's brands and channels.

- Established workflows, processes, systems of record, standardization of project requirements and deliverables, research and user testing methodologies, and customer experience best practices.
- Facilitated design thinking work sessions between business, product, development, and UX to assess, define, and prioritize new features and functionality.
- Led user research, testing, and usability benchmarking for enterprise eCommerce website re-architecture, corporate brand launches, and customer retention and re-engagement initiatives.
- Developed, executed, and implemented MSC's Unified Design System, including WCAG 2.1 AA compliance.

## CapTech Consulting — Customer Experience Manager

OCTOBER 2015 - FEBRUARY 2019 - CHARLOTTE, NC (50% TRAVEL/CLIENT LOCATION)

Aligned organizations to establish business goals, requirements, strategy, and recommendations for enterprise solutions across digital channels with the use of workshops, research initiatives, and UX methodologies.

- Led the development of standardization and documentation for CapTech's Customer Experience service offerings, including user experience design, architecture, research, and user testing.
- Conducted User Testing and Analysis for clients across mobile, desktop, kiosk applications, and internal systems. Methods included: moderated/unmoderated user testing, click testing, card sorts, tree tests, a/b testing, eye tracking, observational studies, ethnographic studies, usability reviews, and surveys.
- Led user experience design, architecture, research, and user testing initiatives for enterprise-level organizations across digital products and brands employing various methodologies including user flows, wireframes, customer journey maps, personas, wireframes, and prototypes.
- Spearheaded CapTech's Charlotte-based Usability and Research Lab.

## SnapAV — Lead UX Designer

OCTOBER 2014 - OCTOBER 2015 - CHARLOTTE, NC

- Spearheaded customer migration and onboarding experience for enterprise eCommerce website re-architecture and re-launch.
- Led the creation of SnapAV's Unified Design System.
- Led user research, testing, and usability benchmarking for enterprise eCommerce website. re-architecture, corporate brand launches, and customer retention and re-engagement initiatives.

## AmWins Group, Inc. — Lead UX Designer

JULY 2013 - OCTOBER 2014 - CHARLOTTE, NC

- Led the customer experience strategy and execution while establishing standardization and consistency in the look and feel of enterprise wide websites and internal applications.
- Led the creation of AmWins Unified Design System
- Facilitated work sessions between business, product, development, and UX to assess, define, and prioritize new features and functionality for internal applications and corporate initiatives.

## Lowe's Home Improvement — Lead UX Designer / Researcher

FEBRUARY 2009 - JULY 2013 - MOORESVILLE, NC

- Led user research testing, analysis, wireframing, and creation of Rapid Prototyping processes.
- Planned and conducted user research testing including: marketing studies, tree tests, card sorts, surveys, and eye tracking studies.
- Managed designers in creating banners, web promotions, mobile promotions, landing pages, marketing spots, emails, and other assets for daily site changes and corporate online initiatives.
- Led Lowes.com design projects on next gen platform in 2009.

## EDUCATION & CERTIFICATIONS

Human Factors Intl — UX Analyst Certification (CXA)

Human Factors Intl — Usability Analyst Certification (CUA)

The Chubb Institute — Web Development and Business Programming Diploma