

CHRIS THOMAS

UX Strategist, Architect, Researcher, Leader, & Mentor | ChrisBThomas.com

PROFESSIONAL EXPERIENCE

Director, UX Architecture, B2C

Dow Jones | 5.22 — Present

- Directed the user experience architecture and strategy across consumer brands and channels.
- Led B2C UX Architecture team; responsible for hiring, development, coaching, mentoring, and managing a global team of UX Architects.
- Collaborated with cross-functional disciplines and stakeholders to synthesize key user insights, business goals, and technological feasibility into product solutions that allow the organization to continuously build, measure, and learn without over-investing.
- Shaped the strategic vision and provided direction to UX teams, from problem definition, research, design thinking workshops, content strategy, information architecture, and UX design.

Lead User Experience Strategist - Mobile

The Vanguard Group, Inc. | 5.20 — 5.22

- Developed and led the cross-channel user experience strategy of enterprise-level initiatives for cost basis, taxes, Financial Advisor Services, and Digital Advisor offerings.
- Shaped the strategic vision and provided direction to UX teams, from problem definition, research, design thinking workshops, content strategy, information architecture, and UX design.
- Collaborated with cross-functional disciplines to synthesize key user insights, business goals, and technological feasibility into product solutions that allow the organization to continuously build, measure, and learn without over-investing.
- Developed, executed, and oversaw a variety of qualitative and quantitative analysis techniques to continually improve the user experience and drive strategic decisions.
- Facilitated 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.

User Experience Manager

MSC Industrial Supply Co. | 2.19 — 05.20

- Developed and led the user experience strategy 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 for all digital properties.
- 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 compliancy, across all digital properties.
- Managed UX team; responsible for hiring, development, coaching, mentoring, and managing a dispersed team of UX professionals.

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Customer Experience Manager

CapTech Consulting | 10.15 — 2.19

- Developed standardization and documentation for CapTech's Customer Experience service offerings including user experience design, research, and user testing methods, tools, best practices, and client deliverables.
- Spearheaded CapTech's Charlotte based Usability Lab and related service offerings.
- Aligned organizations to establish future business goals, requirements, strategy, and recommendations for enterprise solutions across digital channels to build brand awareness and penetration into new target markets.
- Completed audits and assessments across enterprise design systems to identify variations of similar patterns, current and missing best practices, and identification of opportunities for standardization.

THOUGHT LEADERSHIP

Incorporating UX into Agile Processes - 2021/22

UX Process and Methodologies - 2019

User Testing 101 - 2019

Chalk Talk: Eye Tracking - 2018

Build the Right Thing: Successful BA/UX Partnerships - 2018

Modeling Requirements - 2018

User Testing: Setup & Execution - 2018

UX 101 – 2018/19

Journey Mapping 101 - 2018

eLearning Modules w/ Adobe Captivate – 2018

You Are Not the User: Learning the Hard Way – 2016

EDUCATION & CERTIFICATIONS

User Experience Analyst Certification (CXA)

2012: Human Factors International

Usability Analyst Certification (CUA)

2011: Human Factors International

CONTACT INFORMATION

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