Sean Harris

Product Designer (Lead/Sr.)

303.901.2150
growthoutcome@gmail.com
www.seanharr.is

OVERVIEW

I help organizations leverage modern design to drive customer value and business impact. With over 10 years of experience, I can support most strategic and or tactical needs.

EXPERIENCE

Lead Product Designer, AdRoll, Nov 2020 - Jul 2022

- Led a multi-disciplinary team in the end-to-end innovation of AdRoll's campaign management experience generating a 2.5x increase in an already millions in revenue annually. Activities included extensive service blueprinting, co-design workshops and qualitative testing on several iterations of prototypes.
- Designed and facilitated a series of workshops to align executives and leads from all areas of the organization on how the deprecation of 3rd party cookies will impact ad campaigns and determine how AdRoll can continue to deliver unique value in the future.
- Led the design of 3rd party ad platform campaign integrations with AdRoll (i.e. Facebook, Tiktok, Pinterest, etc.). Activities included service blueprinting, co-design workshops and qualitative testing on several iterations of prototypes.
- Led the end-to-end redesign of AdRoll's new customer journey to support significant pricing model changes alongside a new "Marketing OS" feature set.

Sr. UX Designer, Macmillan Learning, Mar 2019 - Dec 2019

- Led the design of onboarding improvements for multiple product journeys. Activities included numerous collaborative workshops, intake sessions, journey visualizations, and prototypes design.
- Led stakeholder education on service blueprinting which was later adopted as the primary visualization for organizational alignment on the customer journey.
- Led an initiative to visualize the adoption lifecycle and identify gaps in customer data. Activities included collaborative workshops, funnel visualizations and a follow up JTBD research plan to fill any gaps in data.
- Led a cross-portfolio initiative to improve the org's ability to measure qualitatively and quantitatively. Activities included collaborative workshops, product analytics demos and collaboration with product leadership on the creation of a business case for improvements.
- Led executive sponsored eCommerce design team process improvements that included collaborative discovery workshops, Lean UX canvasing for intake and the implementation of SCRUM.

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Co-Founder, Design Leaders Group, Aug 2018 - Aug 2019

- Co-founded an inclusive community of managers, directors and executives to further the practice of design leadership.
- Provided exclusive presentations, workshops, mentoring and design services to local businesses.
- Led design of the spring 2019 presenter series on "Team Culture & Management" spanning 4 local in-person events over 4 months that included live webinar access.
- Led design of the Panel Discussion on "Healing from Job Related Rejection".
- Established relationships event sponsors including Galvanize and TEKsystems Staffing.

Sr. UX Designer, Angie's List, Oct 2018 – Dec 2018 *Contract

- Led product team design workshops targeting data visualization improvements for service pros.
- Produced prototypes featuring the data visualization improvements from the workshops.

Lead UX Designer, Sling TV, DISH TV, Feb 2018 – Oct 2018 *Contract

- Led executive sponsored design process improvements alongside key business stakeholders.
- Activities included hypothesis generation workshops, research recruiting and qualitative testing.
- Mentored UX team members on the new processes.

Lead UX Designer, Ria Digital, May 2017 - Sept 2017 *Contract

- Led a discovery initiative to support multiple international money transfer products that included a blend of qualitative research and co-design workshops.
- Mentored UX team members for various tasks including deconstruction of existing MVP products (heuristic evaluations, technical flow diagramming).

Lead UX Designer, Rachio (Smarthome/IoT Startup), Jan 2016 – May 2017

- First Product Designer “on the ground” who established all initial research and design workflows including workload management, workshop facilitation, journey visualization, technical flow diagraming, prototyping, research recruiting, qualitative testing and high-fidelity handoff.
- Led the design of the v03 app featuring an improved onboarding experience.
- Led the design of a cross platform design system inspired by Google Material design.
- Mentored UX team members for various activities including research, workshop strategy, UI Design and style guide management.

**An additional four years of experience is available at Linkedin or seanharrisdesign.com.*