

# JULIE SKIVER STANTON

## PRODUCT & EXPERIENCE DESIGN LEADER

UX Research – Design Ops – Strategy – Innovation – Creative Direction

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### KEY COMPETENCIES

UX Program Management  
UX Process Improvement  
UX Design & Governance  
Visual Design & Presentation  
Software Design  
Interaction Design  
Pitch Decks & Leadership Briefs  
User Research / Lean  
Wireframes & Prototypes  
Journey Mapping  
User Scenarios  
E-commerce & Supply Chain  
Product Development & Specification  
Rapid Prototyping  
Computer Science  
New Approaches & Best Practices  
Artificial Intelligence  
Analytical Skills  
Strategic Direction  
HCI & Psychology  
Customer Experience  
Process Documentation  
Team Coaching & Development  
Collaborative Leadership  
Relationship Building  
Understanding of Complex  
Software Development Processes  
Interpersonal Skills

### PROFESSIONAL PROFILE

Innovative user experience design and strategy leader with 15+ consistent years of experience and proven track record in delivering user-centered design systems from data analytics, and user research. Proficient in developing software based on innovation, sustainability, and creativity.

### CAREER HIGHLIGHTS

- Demonstrated strategic direction by leading multichannel optimization of MVP lead gen experience increasing lead partnerships by 2%ytd.
- Managed the largest sub-track of product designers within the product design team covering all employee and crew handling websites and applications.
- Increased revenue by \$4.5M for online retail, conversion by 1%, and \$20M for pharmacy within a year by effectively spearheading projects.
- Exceeded digital leads goal by 25% and reduced maintenance cost for products and services pages through site restructuring by 15%.

### CAREER LEGACY & ACHIEVEMENTS

#### DIRECTOR PRODUCT DESIGN

REEF Technology – Miami, FL | Nov 2020 – Present

- Scale and lead a multi-disciplinary product design team in a hyper growth start-up to build out digital products, for 5 product vertical, 10+ applications and over 12 core features
- Build a cohesive, flexible design system to enable design at scale across multiple brand initiatives
- Create a multi-faceted user research approach to develop deeper insights quickly
- Optimize design operations and processes to deliver on product roadmap 2-3 sprints ahead
- Creative direction on redesign of core apps, (REEF Cloud, Mobile and multiple kitchens products) framework for new design system
- Responsible for implementing clear content strategy and governance model for digital products

#### USER EXPERIENCE AND INTERACTION DESIGNER / CONSULTANT

Bravado Health – West Palm Beach, FL | May 2020 – Nov 2020

- Work closely with the user experience team to curate design system, develop and actualize features for existing and new MVP products helping both clinicians and patients achieve better outcomes.
- Communicate and collaborate with the product team to solve problems critical to building the foundation for MVP.
- Create and present project deliverables such as wireframes, site maps, flow diagrams, and interactive prototypes to demonstrate new product features.



**TECHNICAL EXPERTISE**

AXURE RP, Figma, Zeplin  
Adobe CC, Keynote  
Sketch, Invision  
Leankit Kanban  
Slack, Jira, Miro  
MS Office 365  
(Word, Excel, PowerPoint,  
Outlook)  
Gsuite Products  
Online Collaboration Tools

**EDUCATION**

**BFA Visual Communications**  
Columbus College of Art and  
Design

**EARLY CAREER**

**Senior Information Architect**  
Tickets Now — Chicago | 2009  
– 2010

**Senior Information Architect**  
Sears — Chicago | 2006 – 2009

**User Experience and Information  
Architect**  
Hewlett-Packard Corporation —  
Colorado Springs |  
2002 – 2006

**PROFESSIONAL AFFILIATIONS**

**Member**  
IxDA Miami  
2018 – Present

**Member/Contributor**  
FluxYeah! (Slack Group)  
2018 – Present

**Member**  
Interaction Design Foundation  
2017 – Present

**CAREER LEGACY & ACHIEVEMENTS (Continuation)**

**SENIOR MANAGER, PRODUCT DESIGN**

Royal Caribbean – Miami, FL | Jan 2018 – Apr 2020

- Launched 3+ new apps by mentoring a team of 12+ product designers.
- Oversaw 8+ sub-tracks of work within the employee and crew space.
- Directed the redesign of the employee intranet and incorporated new features into employee apps and digital products.
- Improved experiences for land and ship-based employees by expanding research capabilities and building strong partnerships with the product team.
- Implemented a new design approval process for employees facing digital assets to improve the feedback loop between the design and the product.

**EXPERIENCE STRATEGY LEAD, EMPLOYER GROUP**

Humana – Louisville, KY | Jun 2013 – Jan 2018

- Increased both assisted and unassisted sales goals by 6%, organic search traffic to employer public site by 64%, and self-service within employer secure site by 3%.
- Exceeded digital leads goal by 25% and reduced maintenance cost for products and services pages through site restructuring by 15%.

**SENIOR USER EXPERIENCE DESIGNER**

Walgreens – Chicago, IL | Nov 2012 – May 2013

- Led UX department for cross-site account, and registration projects and initiatives.
- Guaranteed that completed projects met or exceeded KPIs and delivered projects for account and registration section on Walgreens company website.
- Reduced costs and improved customer satisfaction through writing agile stories and excellent communication with the development team.

**SENIOR USER EXPERIENCE STRATEGIST**

OptumInsight – Eden Prairie, MN | Aug 2011 – Oct 2012

- Created high fidelity prototype for member engagement concept demo CES 2012.
- Served as user research for customer response solutions such as medical rebate survey, geographic healthcare tools, accountable care tools, and member portal.
- Helped the business development team create sales tools to assist in selling UX work.
- Headed United Healthcare's internal consulting company's user experience team.

**USER EXPERIENCE MANAGER**

Walgreens – Chicago, IL | Apr 2010 – Jul 2011

- Obtained a conversion of 6% by leading experience design for programs.
- Increased revenue by \$4.5M for online retail, conversion by 1%, and \$20M for pharmacy within a year by effectively spearheading projects.
- Created solutions and guided a core team of user experience designers on the product shopping side of Walgreens official website.