

Anna Walsh

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UX/CX pro with **20+ years** in project planning, comprehensive digital strategy development and execution.

Emphasis on **best-in-class UX/CX**. Significant expertise in supervising and motivating **co-located and virtual teams** and **contract talent**. Experience working in Fortune 50 corporations, award-winning agencies and recent IPOs.

Agency Account Supervisor
Effective People Manager

UX/CX Data-Driven Design
Design-Thinking

Integrated Online Advertising
E-Commerce Solutions

Professional Experience

Google, Atlanta, GA

2022 - Present

UX Program Manager

Job description goes here. Bullet points should offer accomplishments.

- Research, develop and implement multiple UX processes to be the “glue” between product, design and engineering.

Agile Systems, Atlanta, GA

2021 - 2022

Sr. UX Program Manager (Contract) – Design Operations

Job description goes here. Bullet points should offer accomplishments.

- Program-managed 9 compass.com sub-flows for the transaction management and transaction operations design team, including the flagship Compass service desk all-in-one service.
- Coordinated with the product, design and engineering triad leads to deliver best-in-class UX across Compass initiatives.
- Research, develop and implement multiple UX processes to be the “glue” between product, design and engineering.
- Program-managed 9 compass.com sub-flows for the transaction management and transaction operations design team, including the flagship Compass service desk all-in-one service. – **WHY? Can you add a “...to achieve increased blah, blah..”**
- **Any goals for this project? Any results? What was the purpose of the project?**

Home Depot, Atlanta, GA

2011 - 2021

Sr. Lead Digital Producer – Customer Experience

Job description goes here. Bullet points should offer accomplishments.

- Led CX initiatives by WC – “coordinating” or “managing” stronger than “collaborating”? with internal stakeholders and peer teams regarding requirements, assessments, problem definition, business cases and measures for success.
- **Can your first bullet point be an accomplishment, such as “Created new CX program for Home Depot,” or “Helped increase Home Depot’s CX/UX team from four employees to 12...”? Was there some macro benefit you helped create during your 21 years there? I would not even make this a bullet point – I would make it a sentence or two under the job listing, THEN start your bullets.**
- Led and supervised project teams responsible for end-to-end CX of strategic platform digital initiatives (web, mobile, app, email, POS) to render benefits and increase synergies with att.com, retail stores and customer care. **WHY? This is what you did, but it doesn’t sound like an achievement. Did you increase or improve this area?**
- Planned, led and coordinated the efforts of User Research, Experience Strategy, Content Strategy, Analytics and Design to identify use cases, CX maps, customer journeys that matter, friction points and opportunities. Analyzed marketplace, competitors and voice of customer to solution for an end-to-end, best-in-class customer experience.
- Team strategy and output culminates in recommendations for the Product/Agile teams for a near-term, mid-term and long-term phased approach with proposed success metrics.

Sr. Lead Digital Producer – Digital Design & User Experience

Job description goes here. Bullet points should offer accomplishments.

- Partnered with product owners and technology leads to plan and prioritize current and future digital roadmaps for multiple areas of www.homedepot.com/. **Doesn’t every person who submits a resume for a CX job have this experience?**
- Supervised the efforts of a core group of Information architects, visual designers, content writers and usability researchers to optimize the Home Depot digital user experience for major portfolio releases. **You need to focus on accomplishments.**

- Analyzed the needs and behaviors of target users and understand business/customer requirements for improving user-interaction, findability, task completion, customer effort score, CSAT, NPS and application adoption. **This is a job description for a CX person, correct? If it's unique and something you can bring to a new employer, than leave as-is.**
- Conducted and analyzed research and articulated findings to refine design of applications and user interface, utilizing relevant web and digital design standards and all data available.
- Provided leadership, innovative thinking and creative approvals in service of strategic business initiatives and best-in-class customer satisfaction. **This is too generic. What sets you apart from other candidates?**

Sr. Digital Producer – Digital Design & User Experience

Job description goes here. Bullet points should offer accomplishments.

- Managed all creative assets and solutions for major Agile portfolio of web and mobile releases with a focus on best-in-class user experience for www.att.com. This provides some helpful information.
- Supervise cross-functional teams including usability, information architecture, design and content writing. Same – good.
- Manage multiple projects within both the Agile (Scrum) and Waterfall methodologies, as required. Same.

Creative Campaings, Atlanta, GA

2010 - 2011

Account Supervisor / Sr. Producer

Job description goes here. Bullet points should offer accomplishments.

- Creative Campaings was the digital ad agency of record (need “of record?”) for Verizon Wireless.
- Directed the Verizon developer community web portal redesign, development, marketing and launch. **What were the results? Put that as your first, non-bullet sentence under your title.**
- Supervised cross-functional teams including planning, research, participant insight, conversation analysis, UX, development, creative, media, display, search, social, eCRM, traffic and analytics.

Digital Velocity, Roswell, GA

2007 – 2010

Sr. Project Manager

Job description goes here. Bullet points should offer accomplishments.

- Project-managed dozens of concurrent client web site designs from inception to post-launch.
- Supervised design, FE/BE dev teams, assign and manage daily tasks and deadlines and train new project managers.
- Trained clients on CMS and all customized tools and apps. **Should this be #2?**

Verizon, Atlanta, GA

1996 – 2006

Sr. Advertising Manager – Small Business

- Project-managed strategic planning and implementation of advertising campaigns from inception to completion; Oversaw **\$27m departmental budget**. **This seems to be pretty big. Will this go in your cover letter?**

Sr. Marketing Communications Manager – Large Business

Job description goes here. Bullet points should offer accomplishments.

- Project-managed strategic planning and implementation of MarCom campaigns from inception to completion; Oversaw **\$10m departmental budget**.
- Supervised MarCom manager and marketing coordinator direct reports.
- Wrote Home Depot Business Style Guide.
- Brand approver for Home Depot Business MarCom. **(Important to a recruiter?)**

Internal Communications Manager

Job description goes here. Bullet points should offer accomplishments.

- Editor of Home Depot business intranet and *Home Depot Today*.
- Managed strategic planning and implementation of Home Depot TV Network broadcasts for Home Depot employees.

Marketing Promotions Specialist

Job description goes here. Bullet points should offer accomplishments.

- Editor of *Info* and *Dispatch* for Home Depot communications sales force; managed customer recognition and employee sales incentive programs; managed **\$6m departmental budget**.

Education

Mensa International: I.Q. measured in top 2% of population.

After joining MENSA at age ?, I took a self-study route to education, bypassing the traditional college degree. I have continued to attend workshops, seminars, trade shows, conferences and take online courses throughout my career.

Training & Certification

Management, Telecom, Wireless Industry, Design Thinking, UX, CX, HCI, RWD (LinkedIn Learning & IDEO)| 2013 - 2022

Technology Skills

Microsoft Office Suite

Google Workspace

SharePoint, OneDrive

Wiki

Jira Align

Confluence

Adobe Creative Cloud

Photoshop, Acrobat DC

Mural

Miro

HTML

CSS

Familiarity with Figma, Invision, Sketch, and Zeplin.

Zoom? GoTo Meeting? Skype? Trello? Slack?