



PASSION

User Experience leader with expertise in creating digital experiences across a broad range of customer and partner touch points. UX and creative direction for B2E and B2C experiences across devices and contexts.

Over 15 years of experience in building, managing, and nurturing distributed creative teams as well as operational business management. Experience leading creative engagements with global and local brands and delivering business results.

HISTORY

SENIOR DESIGN MANAGER – UX FOUNDATIONS

Workday | Apr 2022 – May 2023

- Established Workday's Foundations Team to build and govern cohesive experiences across Workday products for casual, manager and professional user types. Deliverables included a Wayfinding Program and Design Recipe Playbook, so users can easily find what they're looking for and complete their tasks, respectively.
- Created and executed an assess, design and build strategy for short and long-term wayfinding improvements with projected 12% findability increase.

SENIOR DESIGN MANAGER – CONVERSATION PLATFORM

Expedia Group | Apr 2019 – Mar 2021

- Led design initiatives for multi-channel, multi-brand and partner experiences for Expedia's SaaS Conversations Platform using NLU, AI and Machine Learning.
- Implemented design strategy and supporting documentation for Conversation Platform using Conversation Design System (CDS) framework.
- Managed Chatbot technology responsible for approximately \$30 million annual savings from call-center operations.
- Inspired and led a team of 6 designers, partner with business and developers, and evaluate competitive and innovative products to produce simple, elegant user experiences through a build, measure and learn approach.

SENIOR UX MANAGER – CREATOR & DEVELOPER PROGRAM

AT&T | Aug 2011 – Apr 2019

- Led product design efforts for Web and Mobile projects, including a developer portal with an API Platform and a re-occurring developer event app.
- Broad expertise from strategy to product development to hands on prototyping and wireframing with a passion for user-centric designs based on data-driven metrics, increasing SHAPE traffic by 191% and conversion by 3% in 2018.

HISTORY (continued)

VP OF WEB CHANNEL

Allconnect | Jan 2007 – Sep 2009

- Managed cross-disciplinary team of designers, product marketing managers and engineers to create, maintain and grow an online home services E-commerce platform.
- Led cross-channel purchase flow redesign, increasing overall call center funnel conversion by 5%.
- Developed and reported on key e-commerce metrics.
- Managed online partners and vendors.

SENIOR PRODUCER

WebMD | Nov 2004 – Apr 2006

- Responsible for developing, managing, and maintaining sponsor relationships within the WebMD Health site.
- Worked with cross disciplinary teams such as creative, editorial, and technical groups to produce world-class sponsored health programs, specializing in WebMD's most technically intensive applications: Health Assessment Tools.

OPERATIONS DIRECTOR

Studiocom | Oct 2002 – Oct 2004

- Responsible for managing interactive group with over 30 employees in Atlanta as well as overseas operations in Colombia and India, identified as one of 50 fastest growing interactive agencies in Atlanta.
- Responsible for UX experience and overseeing development of Music Content Engine and feature-rich consumer web site at <http://www.cokemusic.com> . Over 3 million registered users since June 2002.

SENIOR PRODUCER

IBM | Sep 1997 – Apr 2000

- Provided proposals, project planning, Information design and wireframing for client projects.
- 1999-2000 Senior Producer for NBA Store E-Commerce Web site at <http://store.nba.com> (5-million-dollar project)
- 1999-2000 Senior Producer for PGATOUR LINKS Demo Application
- 1997 - 1998 Producer for World Golf Village Web site at <http://www.wgv.com>, Global Golf Center Web Kiosk stations, and LED content administration database application within the Global Golf Center of the World Golf Hall of Fame Museum (10-million-dollar project).

SKILLS UX & UI Design, Usability Protocols, A/B User Testing, Prototyping, Persona Creation, Information Architecture (IA), Journey Mapping, Affinity Diagramming, Requirements Definition, HTML/XHTML, CSS2/CSS3, Photoshop/Illustrator, Figma, Balsamiq

PORTFOLIO <https://jeffskop.com>
Recent examples can be provided upon request.

EDUCATION University of Richmond, Master of Humanities & English Literature
Randolph-Macon College, Bachelor of Science Philosophy