Dawn Russell

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EXPERIENCE

Senior Manager, Design Strategy and Information Architecture at CVS Health 11/2019 - PRESENT

Form, articulate and establish cross-cutting, portfolio-level strategic initiatives through a robust discovery cycle that drives measurable value for both customers and the business. Build lasting relationships to cultivate shared understanding in every business area and achieve consensus through the facilitation of cross-functional, inclusive, collaborative workshops founded in design thinking methodologies. Recruit and build a high-performing team to architect information design solutions that flex and scale across the CVS Health digital ecosystem while retaining coherence and consistency for our customers.

Head of Product Design at Lightspeed HQ (Upserve) 2019

Lead 4 cross-functional teams to identify and articulate key customer touchpoints across dozens of end-to-end journeys. Influence alignment and decision-making by telling the story of what motivates customers. Design elegant infrastructure and UX architecture solutions and track results with analytics and user research.

Lead Product Designer at Eqiq 2018-2019

Lead the product research and experience design efforts for the Data Products Innovation Team with a goal to clarify complex information related to legal matters for Fortune 500 companies to assist with decision making and cost savings. Direct the design efforts for four international scrum teams to create a first-of-its-kind eDiscovery portal.

Lead UX Designer at Mount Holyoke College 2016-2018

Evaluate 133 higher-ed applications for usefulness and usability. Achieve buy-in to move forward with a strategic plan that prioritized redesigning 3 essential experiences within one year. Connect the dots and foster alignment across 6 departments with varying goals by placing the customer (and their data) at the heart of the conversation.

Founder, Artisan Web and Print (Sold to InterGen) 2009-2016

Design +100 omni-channel user-based applications for companies in a dozen industries. Build and manage a team from idea to deploy while staying within budget and delivering on time. Identify areas for improvement using metrics to ensure long-term success.

EDUCATION

SUNY New Paltz
Master of Fine Arts

The Evergreen State College
Bachelor of Arts with a focus on East / West psychology, science, anthropology, and design

Mount Holyoke College
Data Visualization (graduate-level)

Marlboro Graduate School
Human-Computer Interaction, User Experience Design, Content Management Systems (CMS)

NOTABLE ACHIEVEMENTS

Recipient of the Trailblazer award from president Sonya Stevens, Mount Holyoke College to acknowledge collaboration and creativity in the face of difficult challenges.

Committee member for the Five College Consortium chosen to represent Mount Holyoke College as a user experience design leader.

Recipient of the Micro-enterprise Business of the Year from the Small Business Administration.

Invited to speak at Google Women Techmakers

Lead the international Joomla! User Experience team to drive the CMS redesign for millions of people.