Dawn Russell — Strategic Product & Design Technology Leader

dawnrussell.us 🌐 | dawnrussell 🔗 | connect@dawnrussell.us ✉ | (802) 463-4765 📱

Business-Driven Product & Design Visionary, Storyteller, Creative Leader, Systems-Thinker

Spearheaded 3 cross-portfolio initiatives in Fortune 4 Co. | Realized multi-million revenue goals | Led a global team of 31

Growth-inspired, customer-focused product & design executive with 15 years of leadership experience designing & building digital products, architecting information, and developing teams that apply a data-driven, curious mindset to measurably improve outcomes within agile environments. Proven track record of translating a business vision into an actionable product strategy, outcomes-based roadmaps, and future-proof designs that deliver lasting customer value and enhanced product-market fit. Recognized for cultivating diverse, inclusive, cross-functional partnerships that work together to drive organizational alignment, solve complex problems, and achieve business success.

- o Trusted advisor for the C-suite to define, accelerate & realize key strategic business objectives.
- o Realized multi-million-dollar revenue targets by (1) partnering cross-functionally to prioritize & execute a product roadmap across dozens of teams (2) defining & instituting significant process improvements.
- o Invented and communicated a product vision for 3 enterprise-level digital health initiatives in a Fortune 4 company to improve the user experience for 110+ million customers spanning 4 product verticals.

EXPERIENCE

Vice President Product & Design, Velsera 9/2021 – 2/2023 (B2B2C)

- o Grow, empower & lead global product teams from 11 to 31 people in under 1 year with 0% attrition.
- o Drive & own the strategy development for a portfolio of world-changing data discovery, API, & analytics products on a next-gen platform. Dedicated to the Voice of the Customer to assure product-market fit.
- o Form strategic alliances to define and institute best practices in agile development & business process improvements. 16 million annual gains from technological operational efficiencies. Achieve predictable, quality product releases fueled by process improvements I led to target a 33% revenue growth in 2023.
- o Define department OKRs with senior leadership and establish metrics and reporting standards to accurately track customer outcomes across the entire product lifecycle. Integrate with individual goals to foster career growth.
- o Mentor and empower product teams to practice continuous improvement to devise and refine useful solutions: including, user research, in-app metrics, industry trends research, personas, storyboards, and customer journeys.

Senior Manager, Product Strategy & UX Architecture, CVS Health 10/2019 – 9/2021 (B2B,B2C)

- o Demonstrate excellent interpersonal communication and presentation skills to gain executive support for 3 end-to-end product initiatives aimed at improving the user experience to drive measurable value.
- o Management experience pioneering a high-performing, enterprise Product Strategy & Design team.
- o Build trusting relationships and cross-functional strategic partnerships by facilitating & collaborating in service blueprint, storyboard design workshops (30+ people) to identify use cases & agree on priorities.
- o Improve the clarity, coherence, and consistency of our application information services for users with a personalized product experience that flexes and scales across the CVS Health digital platform ecosystem.
- o Collect, analyze, and synthesize millions of data points to facilitate data-driven decision making.

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Head of Product Design, Lightspeed HQ 2/2019 - 10/2019 (B2B)

Partner with cross-functional teams and executive leadership to understand and articulate customer needs, provide strategic direction, and optimize dozens of end-to-end journeys in a fast-paced environment. Build product knowledge & pricing models by engaging with subject matter experts and conducting competitive research. Track released product capability enhancements to ensure long-term value for our users. Apply exceptional storytelling & interpersonal skills to influence executive, stakeholder and team thinking.

Lead Product Designer, Epiq 8/2018- 2/2019 (B2B)

Lead the product discovery and experience design efforts for the Data Products Innovation Team with a goal to clarify complex finance information related to legal matters for Fortune 500 companies. Achieve millions in cost savings for clients by delivering data-driven, precise forecasting to improve decision making.

Lead UX Designer, Mount Holyoke College 9/2016-8/2018 (B2C)

Think strategically and spearhead the transformation of three high-impact digital applications across 3 departments. Participate directly in all aspects of product & program management including identifying use cases, articulating a product vision & strategic direction, demonstrating negotiation skills with cross-functional stakeholders, proposing process improvements, and delivering impactful, timely product releases.

President | Founder, Artisan Web and Print (Acquired by InterGen) 1/2009 - 9/2016 (B2C, B2B)

Design & build 100+ omni-channel digital applications for companies in a dozen industries. Responsible for market intelligence & industry trends, establishing end-to-end business processes including migration paths, revenue ops, proposals, and go-to-market strategies. Manage a team, stay within budget & deliver on time.

NOTABLE ACHIEVEMENTS

Climatebase Fellow, Cohort 3 (2023)

Chief Member, invitation only network to connect & support women executive leaders.

Recipient of the Trailblazer award from the President Mount Holyoke College for ability to collaborate in the face of difficult challenges.

Committee member, Five College Consortium Selected to represent customer experience.

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

Speaker at Google Women Techmakers

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

EDUCATION

SAFE certified, Product Manager, Architect

Mount Holyoke College Graduate School, Data Viz

Marlboro Graduate School, Information Technology HCI, CMS, Front-end development, Project Management

SUNY New Paltz, Master of Fine Arts Studio art, history of art/design, product design

The Evergreen State College, Bachelor of Arts East / West psychology, anthropology, and design

VOLUNTEER

CVS Health, Diversity, Inclusion and Equity

Tech Collective, Diversity in Tech Committee