




Dawn Russell

dawnrusselldesign 
connect@dawnrussell.us 
(802) 463-4765 

Strategic Product Executive: Healthcare, Insurance, Member Experience, Big Data, Cloud, SaaS
Realized multi-million revenue goals | Led a global team of 30 | Spearheaded 3 cross-portfolio initiatives in Fortune 4 Co.

I bring 15 years of product expertise and team leadership in enterprise, mid-growth, startup, and agency B2B and B2C, cloud based, SAAS environments. This experience enables me to measurably improve end-to-end customer experiences & client satisfaction to achieve business outcomes. I have a successful track-record of translating business objectives into a product vision, roadmap strategy, and future-proof designs for enhanced product-market fit. I'm passionate about cultivating and empowering inclusive, cross-functional teams to achieve success.

- Trusted partner for the C-suite to define our strategic direction and realize key business objectives.
- Spearhead 3 major initiatives in a Fortune 4 company to improve the web and app (iOS & Android) user experience for 110+ million customers across 4 portfolios (health, pharmacy, insurance, and retail).
- Realize multi-million-dollar revenue targets through rigorous prioritization, capacity allocation, orchestration & execution of product releases, and professional development across 16 scrum teams.

EXPERIENCE

VP, Product & Design, Velsera 9/2021 – 2/2023

- o Grow & lead a product and design team from 11 to 30 people in under 1 year to support the growing portfolio of biotech/healthcare analysis products that leverage big data at scale.
- o Define a product vision, strategy, and roadmap for a complex portfolio of enterprise software in close collaboration with executives, stakeholders, peers, subject-matter experts, and clients.
- o Mentor teams to devise customer requirements via product discovery: namely, conduct market research & user research, in-app metrics & data analysis, competitive analysis, and user journeys.
- o Achieve success in the market by collaborating closely with clients to identify opportunities and incubate data-driven products. Grow wins into product lines, evolve go to market strategies.
- o Develop people and processes to effectively lead and manage a complex organization and global teams through periods of significant growth, business and agile transformation.

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

- o Establish a first-of-its kind enterprise team of high-performing product strategists & UX architects.
- o Pioneer and gain executive buy-in on 3 enterprise-level strategic initiatives through a robust discovery cycle. Drive measurable value for customers, clients, and a Fortune 4 company.
- o Glean knowledge from technical and non-technical teams by facilitating dozens of cross-functional, collaborative workshops (30+ people) to understand and solve persistent, complex problems.
- o Solve customer needs by designing coherent and consistent information frameworks that flex and scale across the CVS Health digital ecosystem and enterprise software.
- o Accelerate the prioritization of customer-first, omni-channel digital product strategies by illuminating the natural intersections across different portfolios and lines of business.

Dawn Russell

dawnrusselldesign 

connect@dawnrussell.us 

(802) 463-4765 

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

Articulate strategic customer touchpoints across dozens of end-to-end journeys to identify product areas that could yield the most impact for our users and differentiate us from our competition. Utilize excellent written and verbal communication skills to effectively influence stakeholder decision making.

Lead Product Designer, Epiq 8/2018- 2/2019

Lead the product research and experience design efforts for the Data Products Innovation Team with a goal to clarify complex financial information related to legal matters for Fortune 500 companies. Save legal reviewers hundreds of hours in processing documents through data-driven learning products. Enable decision making through accurate forecasting to achieve cost savings and save millions.

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

Spearhead the transformation of three high-impact digital properties across 3 portfolios through sound judgment and selection of high-impact opportunities. Participate directly in all aspects of the product release lifecycle. Mentor college-level computer science students.

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

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

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, Five College Consortium
Represent Mount Holyoke College as a user experience design leader.

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 CMS redesign for millions of people.

EDUCATION

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

Marlboro Graduate School, Information Technology
Human-Computer Interaction, User Experience
Design, Product Management

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

Mount Holyoke College Graduate School, Data Viz

VOLUNTEER

CVS Health, Diversity, Inclusion and Equity
Colleague Resource Group, Engagement

Tech Collective, Diversity in Tech Committee