

SUMMARY

Senior UX Design Manager with 14+ years leading design strategy at enterprise scale. I unite product, engineering, research, and business stakeholders around a shared design direction, translating data and insights into experiences that deliver measurable business outcomes. Along the way, building the processes, frameworks, and culture that elevate design maturity and the designers who make it all possible.



EXPERIENCE

- Ahold Delhaize USA

(formerly Peapod Digital Labs)

Chicago, IL

Senior Manager, Experience Design

User Experience Strategist

UX Design Lead

Dec 2024 – Present

Nov 2021 – Dec 2024

Dec 2020 – Nov 2021
- Lead design strategy for a unified e-commerce platform spanning six major grocery brands, directing a team of designers and crafting experiences that serve millions of customers.
 - Guide the team through full project lifecycles from stakeholder alignment and ideation through prototyping, testing, and live production, making key decisions on scope, direction, and tradeoffs at every phase.
 - Champion UX across major company initiatives as the connective bridge between customer-facing and store associate experiences, navigating complex constraints and competing tradeoffs to ensure both sides work together seamlessly.
 - Developed comprehensive experience documentation spanning E2E flows, communications cadences, and state triggers across both customer-facing and store associate platforms, creating a shared reference that aligns teams and reduces ambiguity across the org.
 - Anchor design decisions in data and measurable outcomes by leveraging analytics, usability research, and KPI frameworks to inform direction, advocate for investment, and drive continuous improvement throughout the platform. Actively push for improved metrics and build data literacy across the team.
 - Own roadmap planning spanning product and design, securing executive alignment and ensuring initiatives are delivered on time and in service of company objectives.
 - Directly manage and develop a designer, providing structured coaching and mentorship that has resulted in significant professional growth including stronger storytelling and presentation skills, increased autonomy on independent design and strategy work, and expanded involvement in company-wide initiatives.
 - Architected cross-functional discovery and design frameworks adopted throughout the organization, reducing project timelines by 50% and establishing a repeatable model for how design integrates into the product process.
- Orbit Media Studios

Chicago, IL

User Experience Designer

May 2017 – Dec 2020
- Led end-to-end redesign of Ryerson Metal Distribution's platform, growing online revenue 3x (\$32M to \$100M) and doubling conversion rate (1.5% to 3%).
 - Directed redesign for Grieve Industrial Ovens: +263% organic search, +298% pageviews, -37% bounce rate, and an 8% conversion rate.
 - Partnered with clients and stakeholders to define audience goals and success metrics; delivered site architectures, wireframes, and interaction specifications.
 - Assisted Creative Director with team oversight: reviewed work, mentored junior designers, and maintained quality standards across concurrent client projects.
- Walgreens

Chicago, IL

User Experience Designer

Sep 2016 – May 2017
- Contributed to the planning and UX design of a handheld retail device deployed across 8,000+ stores nationwide as part of a cross-functional initiative spanning UX, store operations, and hardware selection.
 - Created site architectures, workflows, wireframes, and prototypes for mobile web conversion; collaborated with researchers to validate concepts with real users.
- Duo Consulting

Chicago, IL

User Experience Designer

May 2015 – Sep 2016
- Led UX discovery for client engagements including stakeholder interviews, user research, persona development, site architectures, wireframes, and functional specifications, while conducting keyword research, SEO planning, and cross-device QA.
- The Usman Group

Lake Forest, IL

UI/UX Consultant · Content Strategist · SEO Specialist

Jan 2013 – May 2015
- Advised clients on UX, content strategy, and SEO; conducted audits, keyword research, on-page optimization, and managed PPC campaigns.

SKILLS

Leadership & Strategy

- Team Management
- Mentorship
- Cross-functional Collab
- Workshop Facilitation
- Roadmap & Strategy
- Exec Storytelling

Design & UX

- UI/UX Design
- Digital Strategy
- User Flows
- Journey Mapping
- Prototyping
- Persona Development
- Competitive Analysis
- Content Strategy
- ADA Compliance
- AI in Product Design

Research & Testing

- User Research
- Usability Evaluation
- UserZoom
- Hotjar

Tools & Analytics

- Figma
- Sketch
- AI
- Google Analytics
- Adobe Analytics
- HTML
- CSS
- SEO

Certifications

- Franklin Covey Leadership
- ELVTR AI Product Design
- Google Analytics
- Google AdWords

EDUCATION

MS, Human-Computer Interaction

DePaul University
2020 · Graduated With Distinction
GPA 4.0

AAS, Web Design & Interactive Media

Illinois Institute of Art – Schaumburg
2012 · Graduated With Distinction
GPA 4.0

BA, English – Creative Writing

University of Illinois at Chicago
2009 · Minor: History

Christopher M. *Poynton*

SENIOR UX DESIGN MANAGER · PEOPLE LEADER · CHICAGO, IL
14+ YEARS EXPERIENCE

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