

Enterprise Transformation Leader

Translating human-centered strategy into AI-powered workforce programs, systems, and employee experiences that drive lasting organizational change

Transformation leader with 20+ years turning complex organizational challenges into workforce strategy, programs, and human-machine experiences that stick. Partners with senior leaders across HR, operations, and product to surface what's broken, align competing priorities, and design positive outcomes at scale. Built and led employee insight infrastructure and innovation capability at Nike and ServiceNow, including managing a team of 7 researchers and designers, that drove decisions affecting 100,000+ employees. Most recently led enterprise co-innovation engagements for Fortune 500 clients, compressing transformation discovery cycles by 50% using AI-enabled methods.

Experience

ServiceNow - Santa Clara, CA – 7/2021-present

Design Strategist, Solution Consulting | 10/2025-6/2026

Senior strategic advisor leading executive co-innovation engagements for Fortune 500 customers pursuing enterprise workflow transformation where the measure of success was commitment to purchase.

- **Led and contributed to design strategy for enterprise workflow transformations** for clients including Visa (risk operations case management), Jefferies (financial services operations), and TRIMEDX (intelligent quoting and RFP response). Conducted discovery, business challenge analysis, and solution visioning that secured customer confidence and commitment to purchase.
- **Accelerated engagement cycles by 50%.** Compressed typical 12-week engagements to 6 weeks without sacrificing solution fidelity, enabling faster customer time-to-value and increased throughput.
- **Designed and implemented an AI-augmented workflow that redistributed human effort from synthesis to strategy**, normalizing meeting data for reuse and auto-generating themes, insights, service blueprints, executive narratives, and status reports. Reduced human-only synthesis time by 80%. Five of six peer strategists adopted at least one skill, amplifying impact across the team.

Director, Employee Experience, Global People | 7/2021–10/2025

Strategic design partner to HR leaders to assess business challenges, surface employee needs, and translate findings into program design across the organization. Built Global People's qualitative employee insights infrastructure and design thinking practice.

- **Created and launched persona program.** Conceived, built, and led ServiceNow's Global People Persona Program, creating the organization's foundational employee segmentation framework used by product teams to prioritize AI and technology investments and experiences for key populations.
- **Conceived, launched, and operated Employee Experience Insiders**, a scalable employee insight infrastructure that reduced time to insight by 75% and enabled continuous employee-informed decision-making across Global People.
- **Created and led the Design Thinking program for talent development innovations.** Co-innovated with 100+ leaders and employees over 2 years to redesign performance management (growth conversations, goal setting, feedback, assessments) for 30,000+ employees.
- **Created Design Thinking learning offerings within Global People.** Made "Employee at the center" a reality within Global People by creating programs and methods that educated, empowered, and equipped team members to obtain and use employee-generated insights in their products, which included ServiceNow HRSD and Workday.

NIKE, Inc. - Beaverton, OR – 3/2015-7/2021

Director, Experience Design, HR Strategy Enablement and Delivery
Employee Experience Strategist, HR Service Innovation

Built Nike's employee experience practice from the ground up. Grew and led a team of 7 researchers and service designers, and built the methods and infrastructure driving ~30 employee experience projects per year affecting 75,000+ employees worldwide.

- **Led the Employee Experience track for HR Transformation.** Completed data-driven employee personas and journey maps to inform prioritization and design of the workforce transformation.
- **Achieved 3-point increase in employee engagement scores related to how career goals could be achieved internally.** Created mixed-method data gathering plan that helped improve career development offerings to employees.
- **Built Experience Insiders employee research panel which cut project coordination task times by more than 50% and reduced overall turnaround time by 1-2 weeks per study.** Built program up to include 700+ employee volunteers from 25 countries. The program facilitated 30+ studies including surveys, usability tests, A/B tests, interviews, and focus groups.
- **Launched usability testing practice in HR.** Created a pilot program during a SuccessFactors implementation including team skill development for user-centered design methods. Scaled the program to other projects, fueling growth of the employee experience practice within HR.
- **Eliminated employee pain points dealing with archaic, non-user-friendly time management / tracking system.** Used an Agile process to design and launch a new interface to an existing tool, resulting in a 61% reduction in transaction time.

Cisco Systems – San Jose, CA

Technical Leader – User-Centered Design | 03/2010-03/2015

Team lead and interaction designer focused on Cisco's flagship collaboration tools. Simplified starting, joining, and meeting management tasks for WebEx and TelePresence.

Pinpoint Logic – Portland, OR

Director of User Experience, 01/2006 – 11/2010

Led UX practice with accomplishments including Nielsen Norman Group's 10 Best Intranets award (Cisco) to advancing an email marketing client's Forrester positioning from lowest in segment to "Leader".

Education

Bachelor of Arts, Marketing & Advertising Management, Portland State University

Capabilities

Notable Tools ServiceNow, Claude, ChatGPT, Figma, Miro, Dovetail, MS Office Suite

Methods Design thinking, design sprints, user-centered design, service design, roadshows, executive presentations, collaborative workshops, focus groups, interviews, journey mapping, service blueprinting, task-based usability studies, competitive analysis, data analysis, wireframes, prototypes, task flows, storyboards, personas/archetypes, A/B tests, Agile, Kanban, Scrum