

Kimberly Dunwoody, MA Ed.D.

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[LinkedIn Profile](#) • [Portfolio](#) • Parker, Colorado

VP of User Experience & Product Management

Summary

Visionary, transformative, award-winning design research strategist with experience shaping strategy to position worldwide brands and generate demand in competitive marketplaces. Embrace and adapt vision to flex with market insights, trends, and opportunities. Curiosity-driven and agile to successfully shape direction with eye to technological and tactical capability.

Qualifications Summary

- *Research Transformation.* Proven track record leveraging Design Thinking, Immersion, and Market Context Research to augment Traditional Design Research to identify novel, efficient solutions in government, financial services, and healthcare.
- *Digital Product Design & User Experience (UX).* Expert in all facets of product life-cycle development from requirements gathering, to analysis, to conceptual design, through to architecture and implementation. History of inventive use of Cloud Analytics, Machine Learning, Artificial Intelligence, and Blockchain to source technology to satisfy unmet need.
- *Identify Key Design Insights and Evolve Customer Experience.* Ability to transform how an organization approaches research and design by establishing Journey Maps, Archetype Ecosystems, and Experiential Roadmaps and integrating to drive timely innovation and seamless, differentiated experiences.
- *Lead Teams and Cultivate Strong Relationships.* Unique combination of strength in both technology and training. Catalyst of success who garners enthusiastic commitment and advocates for teams working across functions to achieve time-sensitive goals in dynamic organizations.

Career Experience

Businessolver, Greenwood Village, CO

April 2022 - Present

Vice-President, User Experience & Product Management

An executive leader specializing in user experience and front-end product management. With a focus on optimizing the efficiency of benefits applications and services to ensure maximum benefit for all stakeholders involved.

International Business Machines (IBM), Greenwood Village, CO

2013 – April 2022

Senior Director, User Experience

Establish and operationalize innovative product experience strategy to support 60 healthcare products in payer, provider, government, and life sciences. Lead and cultivate interdisciplinary teams of 22 UX and CEM professionals in North America and India to advance UX and provide sales and delivery guidance. Serve as Design Thinking Coach and UX lead for client projects. Create playbooks and lend innovative, strategic leadership for projects and teams. Assess value of strategic business initiatives alongside strategy teams and vertical specialists by steering primary research and consumer insight efforts. Ensure consumer insights are effectively used and integrated into modeling and scenario planning by collaborating with key business partners.

- Spearheaded patent-pending process as Principal Design Research Strategist to unlock user needs to design applications for Artificial Intelligence (AI), Machine Learning (ML), and analytics-driven experiences via multiple experience modalities.
- Changed methods to interact with patients, providers, payers, and researchers forming more meaningful health conversations and action by using generative research to launch comprehensive healthcare core mental model.
- Fueled innovation by creating and growing divisional design and research budget from \$0 to \$4M over 3 years.
- Championed effort with Brigham and Women's Hospital at Harvard Medical School to transform research into data-driven dashboards that help organizations understand and close the health equity gaps that exist within employee populations by uncovering hidden inequities in the delivery of healthcare and social determinants of health (e.g., access to fresh food, transportation to doctor appointments, literacy to enable following at-home medical care).
- Introduced COVID-19 workplace safety application by leading research and design in less than one quarter.

Western Union (WU), Greenwood Village, CO
Director, Global Customer Experience & Education

2008 – 2013

Played critical role in strengthening global customer and employee satisfaction by leading strategic and operational planning, execution, and analysis activities across North America, Asia, Europe, Latin America, Middle East, Australia, and Africa. Scope included reporting, process optimization, and systems across all functions. Collaborated cross-functionally to activate high-value, data-driven insights to accelerate the success and growth. Strategic deliverables included full-scale reporting, cross-customer journey process ownership, and systems oversight.

- Generated +20 in customer Net Promotor Scores (NPS), drove brand awareness, and supported multi-lingual customers' product selection by developing effective visual guides and product section tools.
- Improved UX by designing first global cross-channel customer insight program featuring capability to allow cultural NPS adjustments by geolocation or individual culture.
- Impacted financial management and drove strategic decisions based on customer-inspired business cases by spearheading ability to assign financial value to key NPS indicators — Detractors, Neutrals, and Promoters.
- Enhanced customer financial literacy by transforming internal and external tools and methods.
- Produced greater visibility and understanding of actionable customer needs by formulating transformative training support for 7K employees.
- Led performance improvement by designing progressive, double-loop organizational learning employee training program.
- Magnified employee experiences and customer delivery by leveraging innovative digital tools and methodologies.

Senior Manager, Global Web Experience Team, UX, Greenwood Village, CO

2004 – 2008

Owned customer digital experience. Led development, managed project timelines, and maintained operations to support content-driven strategy. Established framework for dashboards to provide comprehensive view of multi-channel consumer journey touchpoints. Provided detailed root cause drivers and delivered insight to guide prioritization of consumer solutions. Propagate communication and education around digital KPI frameworks and dashboards throughout the company. Oversaw all analytics & insights. Acted as single point of contact for all organizational levels and reported customer insights and project status to leadership. Recruited, developed, and trained world-class talent.

- Chartered novel loyalty rewards program to simplify customer transactions, introduce specialized white glove services, and develop points sharing incentives by performing A/B testing and incorporating customer feedback.

- Achieved 1,000% Return on Investment (ROI) within 12 months by overcoming limitations of legacy technology to enhance global user experience.
- Advanced new strategies to quantify and analyze customer performance and assisted front line employees by integrating NPS scores into coaching techniques.
- Profitably grew team to 8 full-time employees and subcontractors by justifying project ROI.

Additional Related Experience

Senior Manager of Global Web Experience Team, UX, Western Union, Jefferson County Government, Golden, CO

Education

Doctor of Education (Ed.D.) in Interdisciplinary Leadership

Creighton University, Omaha, Nebraska

Dissertation: Enhancing Organizational Ability to Break Free of Silo Boundary Issues to Shape Seamless User Experiences

Master of Arts (MA) in eLearning Design and Implementation

University of Colorado Denver, Denver, Colorado

Bachelor of Science (BS) in IS Human Computer Interaction

Metropolitan State University of Denver, Denver, Colorado

Patents

Smart Phone Enabled Money Transfer, Publication Filing Number 8,458,088

System and Method for Secure Transactions at a Mobile Device, Filing Number 20120084206

System and Method for Secure Transactions Using Device-Related Fingerprints, Filing Number 20140207685

Fraud Prevention Using Customer, Call Center, and Agent Facing Devices, Filing Number 12/595

Item Specific Money Transfer Methods and Systems, Filing Number 12/750, 621

Dashboard Usage Tracking and Generation of Dashboard Recommendations, Filing Number SVL920170010US1

Rapid Development of User Intent and Analytic Specification in Complex Data Spaces, Filing Number Pending, Filed March 2021

Technology

ATLAS.ti | NVivo | Camtasia | Adobe Comp | Axure | Sketch | Mural | Rally | JIRA | Aha!