

# ELDRIDGE DOUBLEDAY

1921 W Superior St Chicago, IL 60622 · 812.219.5128

[egdoubleday4@gmail.com](mailto:egdoubleday4@gmail.com) · [LinkedIn](#) · [Portfolio](#)

Experienced design professional seeking opportunities to bring a human-centered perspective to the strategy, design, and delivery of products and services.

## EXPERIENCE

06/2019 – 11/2020

### SENIOR MANAGER, DESIGN STRATEGY AND INNOVATION

BMO FINANCIAL

Direct experience strategy and product design for the online banking portfolio across all digital customer channels.

- Identified future growth opportunities within digital in conjunction with product and business teams
- Led innovation workshops and rapid design sprint sessions across multiple stakeholder groups
- Drove increased operational efficiencies across agile teams to drive better customer outcomes and increase overall speed-to-market
- Delivered iOS (Android) app store rating improvement from 2.7 (2.3) to 4.7 (4.3) using a human-centered design and development process
- Increased overall digital adoption by 3% YoY with a 41% increase in mobile app adoption
- Lead a multinational team of UX, product, and visual designers across the U.S. and Canada

08/2015 – 05/2019

### SENIOR DIRECTOR, DESIGN AND STRATEGY

FJORD/ACCENTURE INTERACTIVE

Managed an annual \$4 million design portfolio for B2C and B2B clients, including service design and strategy, rapid prototyping innovation sprints, and detailed user experience design

- Led multiple client relationships and projects, focusing on human-centered design and strategy from research to concepting to business case definition, prioritization, and roadmap definition
- Led innovation sprint engagements to bring new products to market, moving from initial research to launch of 4 new digital products in 6 months, each with net positive ROI
- Led a team of embedded designers in the development and delivery of employee-facing responsive hybrid mobile app
- Managed a team of 25+ designers

**04/2014 – 07/2015**

**UX DESIGN LEAD**

MCD PARTNERS

Led end-to-end UX design efforts, defining research plans (generative and evaluative), facilitating co-creation workshops and overseeing design execution by the user experience team.

- Led comprehensive redesign of a student loan servicing website resulting in a 2016 CIO 100 award
- Introduced new ways of working for clients through design thinking workshops and design sprints
- Managed UX designers and worked iteratively with Creative Design and Development teams to execute engaging, efficient, and effective products

**01/2013 – 04/2014**

**SENIOR USER EXPERIENCE DESIGNER**

WALGREENS

Lead UX designer for Walgreens.com e-Health Content team, supporting a wide range of articles, slideshows, interactive trackers and tools, and media components. Working to create a scalable, extensible solution to support +20K unique content pieces across multiple channels and touch points.

- Responsible for re-envisioning the Walgreens content strategy, micro-site architecture, defining new opportunities for integrating content site-wide into varying contexts of use, improving SEO, and integrating product up-sell opportunities into content pieces.
- Led the design of an in-store application for pharmacists and pharmacy technicians

**06/2010 – 08/2012**

**SENIOR USER EXPERIENCE ARCHITECT**

SEARS HOLDINGS CORPORATION

Responsible for all interactions related to registered users, including, but not limited to, personal information/saved payment information, order center, lists, and email subscription preferences. As Design Lead for Header, responsible for all global header interactions as well as global navigation for Sears.com.

- Responsible for generating User Experience frameworks for Customer Profile and Header, including multi-year planning, identification of gaps and opportunities, formulation of key performance indicators, and implementation strategies.
- Design Lead for e-Receipt program, emphasizing integrated retail/online experience. Responsible for drafting end-to-end experience plan and executing across multi-channel teams.
- Management of staff-level UXAs in the Customer Profile team, including mentoring, reviews, and design critique.

06/2007 – 06/2010

## **MEDIA DEVELOPER**

### OPTION SIX (GP STRATEGIES)

Responsible for user interface and creative design for all user-facing interactions, including html- and flash-based online training courses for clients such as Microsoft, Prudential, Eli Lilly and Toyota.

- Responsible for developing design briefs, storyboards, and prototypes, usability testing, evaluation, and development. Worked with subject matter experts and engaged in on-site sessions with target audience members to develop co-designed course schemas.

## **EDUCATION**

05/2007

### **MS, HUMAN-COMPUTER INTERACTION DESIGN**

INDIANA UNIVERSITY

08/2000

### **BA, ANTHROPOLOGY**

UNIVERSITY OF TENNESSEE

## **SKILLS**

- User experience
- Human-centered strategy
- Design research
- Management
- Storytelling
- Business design

## **PHILOSOPHY**

We live an increasingly complex world!

As the pace of change accelerates, we find the ways we live, work, shop, and play in a constant state of flux. New technologies emerge on the scene, changing or enhancing our everyday realities. New business models shape our perceptions of traditional product/ service relationships. A persistent, ever-present media landscape shapes our opinions and fuels our discourse (for better or worse).

Design helps us navigate these treacherous waters, opening the door to new and exciting opportunities to innovate in service of human need.