

# CHARISE HANSEN

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I'm a passionate design and tech leader who excels in driving innovation through user-centered methods and practices.

## PROFESSIONAL EXPERIENCE

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Macy's Inc, New York, NY

### Director, User Experience

2022 – Present

- Lead and evolve Macy's Design System, Thread, empowering Macy's product, design, and engineering teams to ship better products, faster.
- Establish and evolve Macy's Design Operations practice, focused on nurturing a human-first design community where everyone has access to the tools, methodology, and culture they need to craft their best work.
- Establish and evolve Macy's Accessibility Program, focusing on litigation support, remediation, training, and practice evolution across product, design, and engineering to allow people with disabilities to experience Macy's without impediment.

Hilton, Memphis, TN

### Director, Experience Design Operations

2021 – 2022

- Led the re-building of the Design Operations function post-covid.
- Built and led the budget to take the teams across Experience Design from 20 to 130 in six months in a remote-first operation.
- Primary focus was on Scaling the XD Functions, Growth, Communications, Process Management, Budgets, Resources, Capacity Planning, Change Management, and Culture.

### Director, Experience Design

2017 – 2021

- Led an award-winning team of 25 people in the Experience Design Department.
- Led the team that redesigned experiences for the Hilton Honors mobile apps and Hilton.com, representing over \$13B in annual revenue, 18 brands, and 6000+ hotels
- Led the team that designed Hilton's enterprise software for on-property and customer support team members.
- Led the team that designed Hilton's first IoT and TV interface.

### Senior Manager, User Experience

2014 – 2017

### Manager, Information Architecture

2012 – 2014

Paladin Consulting

### Information Architect, Contractor @ Hilton

2012 – 2012

- Designed 10 curated award-winning property websites in six months, which led to a 50% increase in SEO scores and organic traffic.
- Designed a proof of concept to re-imagine the groups, meetings, and events digital experiences.

Technicolor

### Business Analyst

2011 – 2012

- Responsible for Systems Design and Architecture in a heavy environment system automation in picking, sortation, and delivery.
- Performed system enhancement planning of core operational processes.
- Assisted in reporting key metrics and process improvement to aid in reducing overall operating costs.

AutoZone, Inc

**eCommerce Program Coordinator**

2008 – 2011

- Provided UX concepts, product requirements, and user acceptance testing to all projects for AutoZone's B2C and B2B websites and mobile applications
- Designed AutoZone's product recommendation engine resulting in upsells by 8%
- Designed and tested AutoZone's first proof-of-concept mobile application
- Participated in projects that grew AutoZone's metrics: 150% increase in online sales (including the Buy Online Pick up in Store feature), over 760,000 mobile application downloads, 200% lift in SEO Google Indexes, 1600% increase in affiliate sales, and integration with several commerce partners.
- Managed projects like "Buy online, Pick up in-store", PayPal Integration, Personalization, Sale calendars
- 3-time award winner

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**EDUCATION**

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Harvard Executive Education

**Executive Leadership Program**

2022

University of Memphis

**Masters of Science, Engineering Technology**

2012

**Graduate Certificate, Lean Leadership**

2012

**Bachelor of Business Administration, Information Systems**

2009