

Christine Walker, CCXP, UXC

Results-driven strategic design leader with operational skills, backed by certifications in both customer and user experience management. Proven track record spanning visual design, brand strategy, innovation, and comprehensive end-to-end customer experiences.

EXPERIENCE SUMMARY

- Developed and implemented new strategic design frameworks and programs for regional and national companies with revenue and assets spanning between \$500M to \$2B, specifically for Customer Experience, Innovation, Digital, and Marketing capabilities.
- Managed, coached, and mentored multi-disciplinary design teams to solve creative business problems, from concept to completion, for startups to Fortune 500 companies.
- Coordinated and presented proposals, briefs, educational materials, operational models, and deliverables to business partners and leadership within, and for, minimal (< \$20k) to large (> \$2MM+) budgets.
- Planned and conducted qualitative and quantitative research initiatives across B2B, B2C, and B2B2C customer journeys to assist with the innovation and validation of business solutions using design thinking and lean methodologies.
- Integrated research, information synthesis, and critical thinking into relevant and actionable insights, strategies, recommendations, and roadmaps to design core and disruptive brands, products, and experiences.
- Led conceptual ideation, prototyping, testing, and design execution of new experiences using human-centered design tools, processes, and methodologies.

CAREER EXPERIENCE

SVP, Experience Design Team Manager, Business Banking Online & Mobile Banking - M&T Bank, April 2023 – Present

- Leading a multi-disciplinary product design team aimed to transition legacy system functionality into new and improved third-party solution(s) spanning across digital channels on behalf of 200k+ business banking customers, advancing both enterprise priorities as well as Consumer and Business objectives in collaboration with stakeholders and business partners.

SVP, Experience Design Team Manager, Enterprise Branch Banking Platform - M&T Bank, January 2023 – April 2024

- Led a multi-disciplinary product design team aimed to deliver employee-guided end-to-end experiences, advancing enterprise priorities and Retail business objectives on behalf of the bank's enterprise banking platform used by 9,000+ bankers on a daily basis.
- Drove design-related operational processes and frameworks, developing and implementing approaches, processes, and procedures that created healthy conditions necessary for team members to execute and deliver design solutions in an agile environment. Outcomes included definition & implementation of team charter, team routines & ceremonies, quality assurance processes, quarterly goal setting, team performance tracking & reporting, and people resourcing proposals.

VP, Experience Design Lead, Strategy & Operations - M&T Bank, June 2022 – January 2023

- Developed team governance framework intended to mature and advance transformation of journey-led strategic decision-making within delivery teams across the enterprise.
- Audited, defined, and oversaw implementation of new team routines and ceremonies on behalf of all CX Marketplace capability teams.
- Created, published, and socialized positioning materials with the intent to educate and inform stakeholder audiences on the availability of enterprise-wide customer experience service capabilities, as well as appropriate points of contact for intake and scoping of work requests.

VP, Experience Design Lead, Consumer Banking - M&T Bank, October 2021 – June 2022

- Coached and mentored service design team throughout the process of problem framing, solutioning, and conceptual design efforts, engaging business partners throughout the delivery process to ensure business objective alignment.
- Developed recommendations around approaches for scoping and actionable delivery of outcomes, and oversaw team execution ensuring quality design standards based on program specifications.
- On behalf of the Fraud division, oversaw the discovery, synthesis, and documentation of the complete banker and customer fraud service blueprint, as well as creation of recommendations for enterprise-wide servicing improvements.

Insights Lead, Customer Experience & Innovation - Georgia Pacific Building Products, October 2019 – March 2021

- Developed MVP ResearchOps program, including the co-development of a governance framework intended to uncover, prioritize, and feed new initiatives into the Customer Experience and Marketing innovation pipeline(s).
- Led Voice of Customer (VoC) disruptive and core business initiatives, which resulted in improved CSAT response rates from previous year and created a new NPS metric for the capability.
- Integrating user experience (UX) best practices into digital experience transformation activities and priority CRM implementation with the intent to minimize risk during design of a newly patented Sales funnel process for the enterprise.

Senior Strategist, Innovation - 352, Inc., December 2018 – October 2019

Solved complex business problems for startups and enterprises by applying lean methodologies including design thinking workshop facilitation, design research, insights sharing, and prototyping & testing solutions. Clients included Brightwell Payments and NBA Digital.

Business Owner, Experience Design Consulting, January 2014 – March 2021

Responsible for P&L and daily operations for a small consultancy specializing in human-centric experiences for small businesses and startups. Client engagements covered industries including Construction, Energy, Wellness, Marketing, and Technology.

Design Director - AmeriCU Credit Union, July 2011 - September 2013

- Led design, implementation, and management of a new brand program for a regional financial institution with over \$1.5B in assets. Ensured brand program upheld within 16 financial center locations, saving the Marketing division > \$150MM within their \$1.1MM yearly budget.
- Led management and execution of > 10+ cross-channel marketing campaigns ensuring all projects and initiatives were designed to budget, time, and quality objectives.

Design Lead - stressdesign, August 2003 - July 2011

Led the creative design and execution of multi-channel experiences, digital graphics, and print media with B2B and B2C regional and international clients. Clients included The Salvation Army, The Food Bank, Syracuse University, and others.

Adjunct Professor - Syracuse University + Onondaga Community College, August 2007 - December 2008

Collaborated with departmental heads and key professors to create curriculum and teach students design industry-related concepts, tools, and methodologies.

Visual & Interaction Designer - Mower, May 2002 - April 2003

Designed and delivered digital and print media for complex organizations, in adherence to corporate brand guidelines. Clients included FAO Schwartz, Welch Allyn, Sallie Mae, FedEx Kinkos, ADT, and others.

PROFESSIONAL STRENGTHS

Brand Strategy & Positioning, Customer Experience (CX) Design, Design Leadership, Design Operations, Design Strategy, Design Thinking, Qualitative Research, Workshop Facilitation

ORGANIZATIONS & ACCOLADES

Active Member, Customer Experience Professionals Association (CXPA), MAR 2021 – Present

Leadership Team Member, House of Genius, OCT 2016 – OCT 2019 - Co-planned and hosted monthly networking events promoting unbiased diversity, disruptive thinking, and creative new ideas for entrepreneurs and business owners.

Rise Up Mentor, AIGA, FEB 2018 - APR 2018 - Provided personal and professional development coaching to junior professionals by way of an exclusive program through a local AIGA chapter.

Innovation Mentor, Goodie Nation, OCT 2015 - AUG 2017 - Co-facilitated Design Thinking workshops for executive and leadership level teams within large-scale organizations including Google, Coca-Cola, and CARE USA.

Founding Leadership Committee Member, 48in48, JAN 2015 - OCT 2016 - Co-founding member responsible for implementation of a global organization that hosts yearly hack-a-thon events dedicated to building 48 non-profit websites in 48 hours.

Guest Speaker: APPO, Atlanta New Mavericks, Biz 1190 Radio, Emory University Goizueta Business School, Femme Fatales, General Assembly Atlanta, Strongbox West, Syracuse University

International Competition Judge & Panelist: Portfolios.com International Design Competition, Creativity International Design Awards, Mobius Awards

Published Work: *American Corporate Identity, Creativity, Design Elements: A Graphic Style Manual, Graphic Design for Dummies, Graphic Design USA Magazine, HOW Magazine, Print Magazine*

EDUCATION

Certified Customer Experience Professional (CCXP), CXPA

UX Certification – Management Specialty, Nielsen Norman Group

Bachelor of Fine Arts, Graphic Design, SUNY of Fredonia