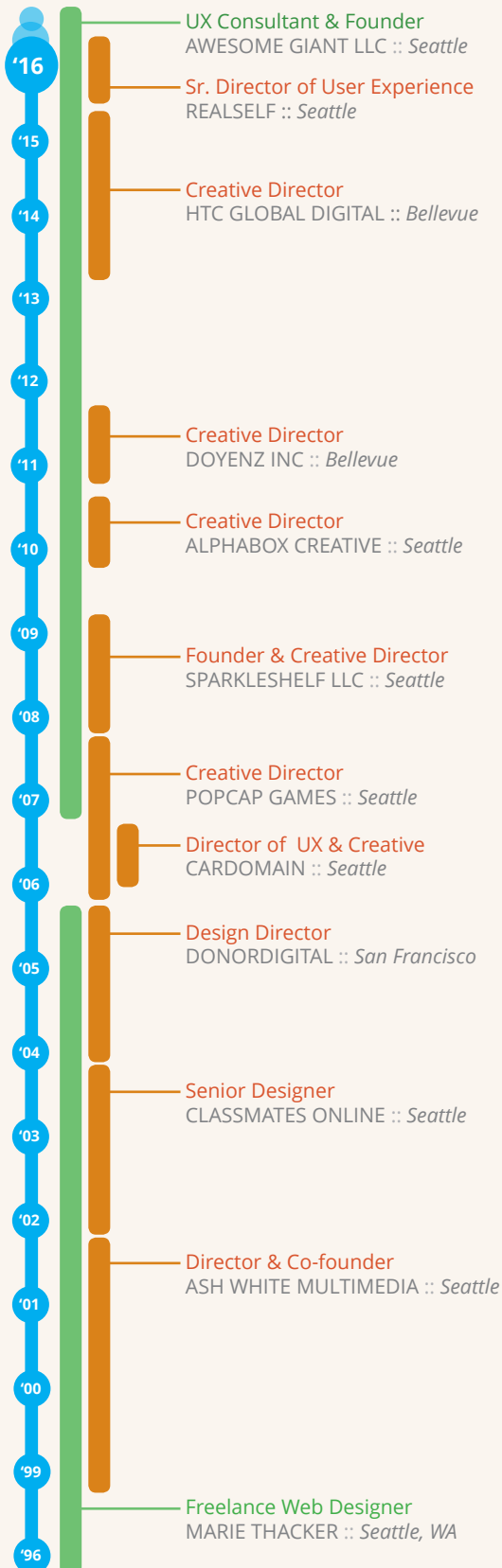


MARIE THACKER

USER EXPERIENCE PROFESSIONAL

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I am a passionate and dedicated UX professional with an extensive background in product design and research. My focus is on creating memorable and highly usable multi-screen consumer experiences that mesh naturally with the brand.

I have a proven track record of successfully translating product visions and goals into exceptionally effective user-centric designs. My experience across the entire project life cycle has given me a thorough and intricate knowledge of research, testing, product strategy, UX & UI design, branding and development.

I have built and led design teams from the ground up for several businesses large and small – from AOL to PopCap Games to HTC. I can successfully manage a creative team in any environment to ensure the highest quality creative, while meeting business goals.

I believe in a balanced strategy that produces results, while making the user a top priority.

CORE COMPETENCIES

- UX strategy & vision
- Creative Direction
- UX & UI design
- Generative research
- Mentoring, coaching and teambuilding
- Internal + external client management

PROFESSIONAL EXPERIENCE

UX DIRECTOR & Principal, Awesome Giant – Seattle, WA | 2007 - present

UX and creative consultant focused on user experience design & strategy, brand development, and mobile apps

- Provide product UX and brand expertise to businesses and agencies nationwide
- Work with numerous product and dev teams, defining the UX for Web and Mobile Applications
- Manage a team of UX designers, product designers, developers
- Collaborate with Clients to provide strategic recommendations for product UX, design, and feature set

SR. DIRECTOR of USER EXPERIENCE, RealSelf – Seattle, WA | 2016

RealSelf is an online community providing peer to peer support and connecting consumers to providers

- Developed a strong UX discipline within an org that previously had little UX presence
- Built and led a team of highly talented designers and researchers
- Championed the user in driving the product experience and features
- Utilized all forms of data and research as part of the design process
- Managed qualitative UX research program
- Leveraged analytics, and A/B testing to drive incremental optimization
- Implemented a Lean UX methodology within an embedded multi-disciplinary product team
- Drove overall UX vision and strategy
- Partnered closely with Product, Content, Sales, Marketing and Executives to negotiate a good user experience with business and monetization goals
- Mentored designers helping them move forward in their career path

CREATIVE DIRECTOR, HTC Global Digital Marketing – Bellevue, WA | 2013 - 2015

HTC Global Digital focuses on reaching consumers across digital media experience across multiple devices

- Define the creative vision and brand strategy, design, and messaging for HTC digital marketing experiences
- Oversee development of Digital Style Guide and UI guidelines for internal and external distribution
- Built and recruited talent to create a top tier team of UX designers, Visual designers, Copywriters, User Researchers
- Interface with dev and global marketing teams to strategize global initiatives for digital consumer facing experiences
- Provide internal estimates for resource planning, effort, and scheduling of roadmap
- Engage and inspire design team to push for innovative solutions, and stay current with design and UX trends

CREATIVE DIRECTOR, Doyenz, Inc. – Bellevue, WA | 2010 - 2011

Doyenz is a startup that provides cloud-based disaster recovery services for managed service providers

- Led the creative vision, user experience and web development
- Spearheaded & executed on full redesign of the product, as well as the brand direction
- Conducted usability tests and presented a UX analysis report with optimization recommendations

CREATIVE DIRECTOR, Alphabox Creative – Seattle, WA | 2010

Alphabox Creative is a startup full-service creative agency

- Spearheaded a full rebrand offline & online for this early stage startup
- Established and managed the creative direction for all client projects
- Led client pitch meetings, prepared supporting visuals and pitch work

FOUNDER, Sparkle*Shelf, LLC – Seattle, WA | 2007 - 2009

Sparkle*Shelf was a vibrant social network and webzine for fashion and beauty addicts.

- Sold sparkleshelf.com in August '09 to a Seattle startup
- Successfully built a community of thousands of registered members, and unique visitors on a minimal budget
- Managed an editorial team of 15 writers

WEB ART DIRECTOR, PopCap Games – Seattle, WA | 2006 - 2007

PopCap Games is a leading casual games developer, releasing titles such as Bejeweled and Plants vs Zombies

- Established and managed the creative vision and user experience for PopCap.com
- Built and established an in-house team of designers and front-end developers
- Led a total site redesign and rebrand which greatly improved usability and contributed to an increase in download conversions
- Responsible for team planning, budget, hiring, management, contractor management, scheduling, and mentoring

DIRECTOR OF UX & CREATIVE, CarDomain Network – Seattle, WA | 2006

CarDomain Network is the web's largest community of car enthusiasts

- Led the creative vision and user experience for the company's online community and retail store
- Managed a team of designers and developers, providing mentoring and team building
- Implemented a new working process and team strategy to increase efficiency and better allocation of resources

EDUCATION BA in Painting 1996, University of Washington