



Hi, I'm
Karen

Urgent
optimist

nurturing
teams

designing
possible
futures

TL;DR: Overall

I design design teams, their culture, and the processes that unlock their creative potential by which they contribute to business outcomes.

Over **15 years delivering** digital experiences in consumer products, marketing agencies, consulting, and enterprise (B2B).

Largest team: **13 direct reports** (incl. UX architect & manager levels).

Business Impact

Led UX team at VMware, **driving the UX for its transition to multi-cloud and hybrid infrastructure**, boosting subscription revenue by 34% to \$1.3B YoY. As voice of the customer, championed research for ongoing learning, sharing **strategic insights with cross-functional teams and executives**, **fostering increased user empathy and awareness**.

Organizational Impact

Drove impact across the organization through **coaching, mentoring, and process scaling** tools. Prioritized inclusivity in **recruitment and development of a global design team**. Led initiatives in DEI, UX evangelism, and conference content.

Product Team Impact

Identified and **addressed duplicative efforts, fostering collaboration and merging of plans towards strategic vision**. **Streamlined collaboration processes**, established asynchronous workflows for global team, prioritized KPIs, accessibility, and utilization of design patterns and guidelines.

Individual Impact

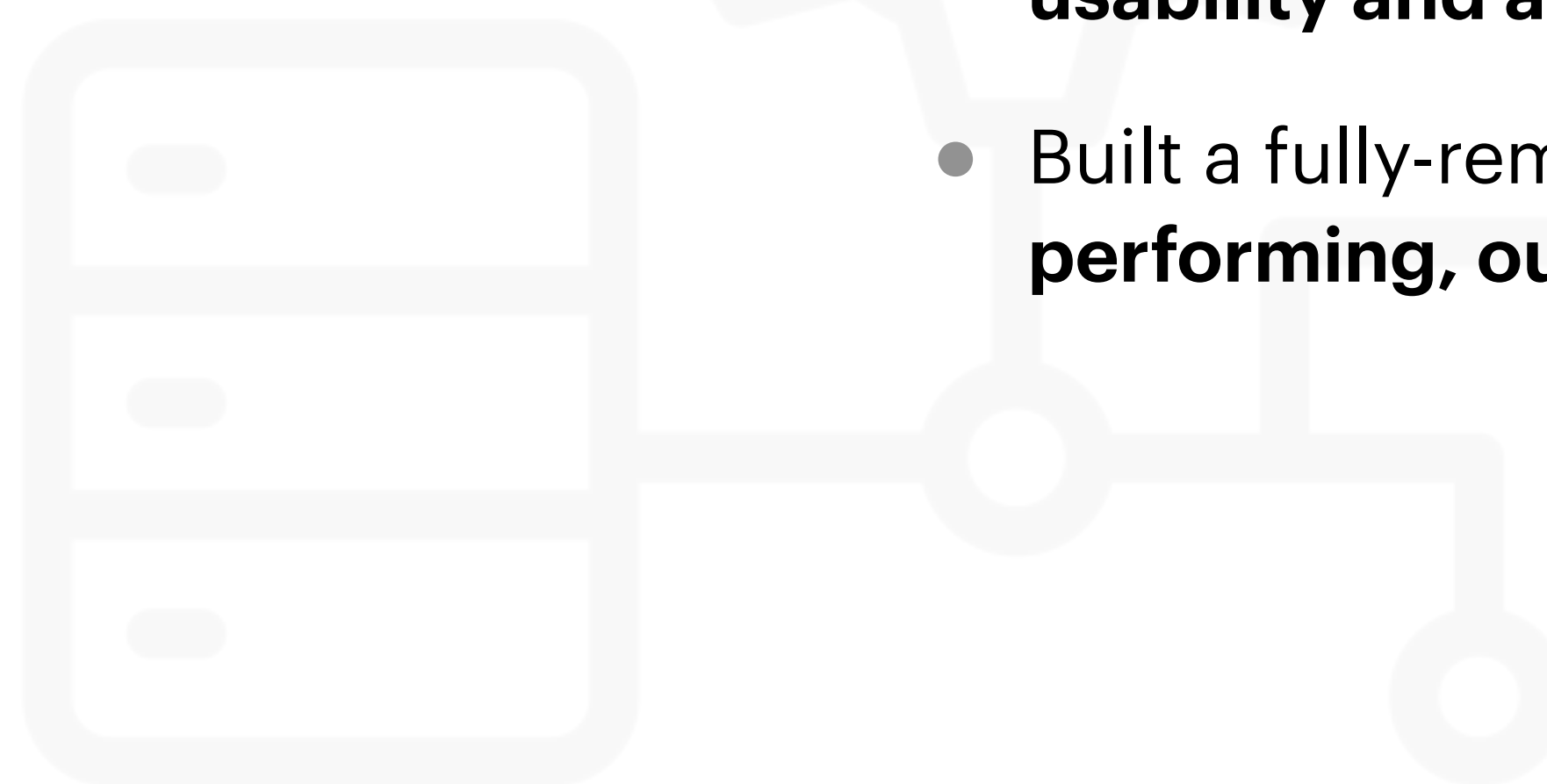
Prioritized **unblocking talented teams while creating avenues for personal and professional growth** within the organization. Regularly monitored team health and project progress with direct reports. Empowered individuals and supported opportunities for expanding scope, interests, and talents aligned with business outcomes.

TL;DR: VMware

[JUMP TO CASE STUDY >](#)

- 
- 2021**
3 work streams
7 reports
 - 2022**
4 work streams
10 reports
 - 2023**
6 work streams
13 reports

- Led UX team that supported the **transformation** of VMware into a multi-cloud and hybrid infrastructure solution resulting in a 34% increase YoY of subscription revenue to \$1.3B.
- Drove UX efforts that support VMware's strategic priority to unify its suite of enterprise infrastructure products (7+ core services) into a single solution resulting in **improved usability and accessibility**.
- Built a fully-remote and **high-performing, outcome-driven team**.



TL;DR: USDA

[JUMP TO CASE STUDY >](#)

- **2018**
 - 1 agency
 - 3 work streams
 - 6 reports
- **2020**
 - 2 agencies
 - 4 works streams
 - 9 reports

- **Streamlined** customer service for faster processing of permits
- **Reduced effort** to help customers determine their regulatory needs
- \$15.5 billion in **funding distributed**
- 6.5 million customer page views
- 4.6 million **customer interactions**

TL;DR: Modernize

[JUMP TO CASE STUDY >](#)

- **2016**
19 tests/yr
No conversion rate baseline
- **2017**
96 tests/yr
10% monthly conversion rate increase

- **Defined appropriate KPIs** for the experimentation program
- **Established KPI baselines** through a full audit of testing practices
- **Co-created a new prioritization framework** through workshops with stakeholders
- **Increased testing velocity by 405%:** from 19 tests/year to 96 tests/year
- Achieved an overall **10% quarterly increase in conversions**

A man with dark hair and glasses, wearing a light blue button-down shirt, is focused on his work. He is holding a laptop, and his hands are visible at the bottom of the frame. The background is a server room with rows of server racks. The racks are illuminated with blue light, and many small, colorful lights (red, green, blue, yellow) are visible on the front panels of the servers, creating a bokeh effect. The overall atmosphere is professional and tech-oriented.

VMWARE

SENIOR PRODUCT DESIGN MANAGER
2021 - PRESENT

WHAT DOES VMW DO?

VMware provides software that allows enterprises to create and manage the infrastructure that supports their businesses.

CHALLENGE

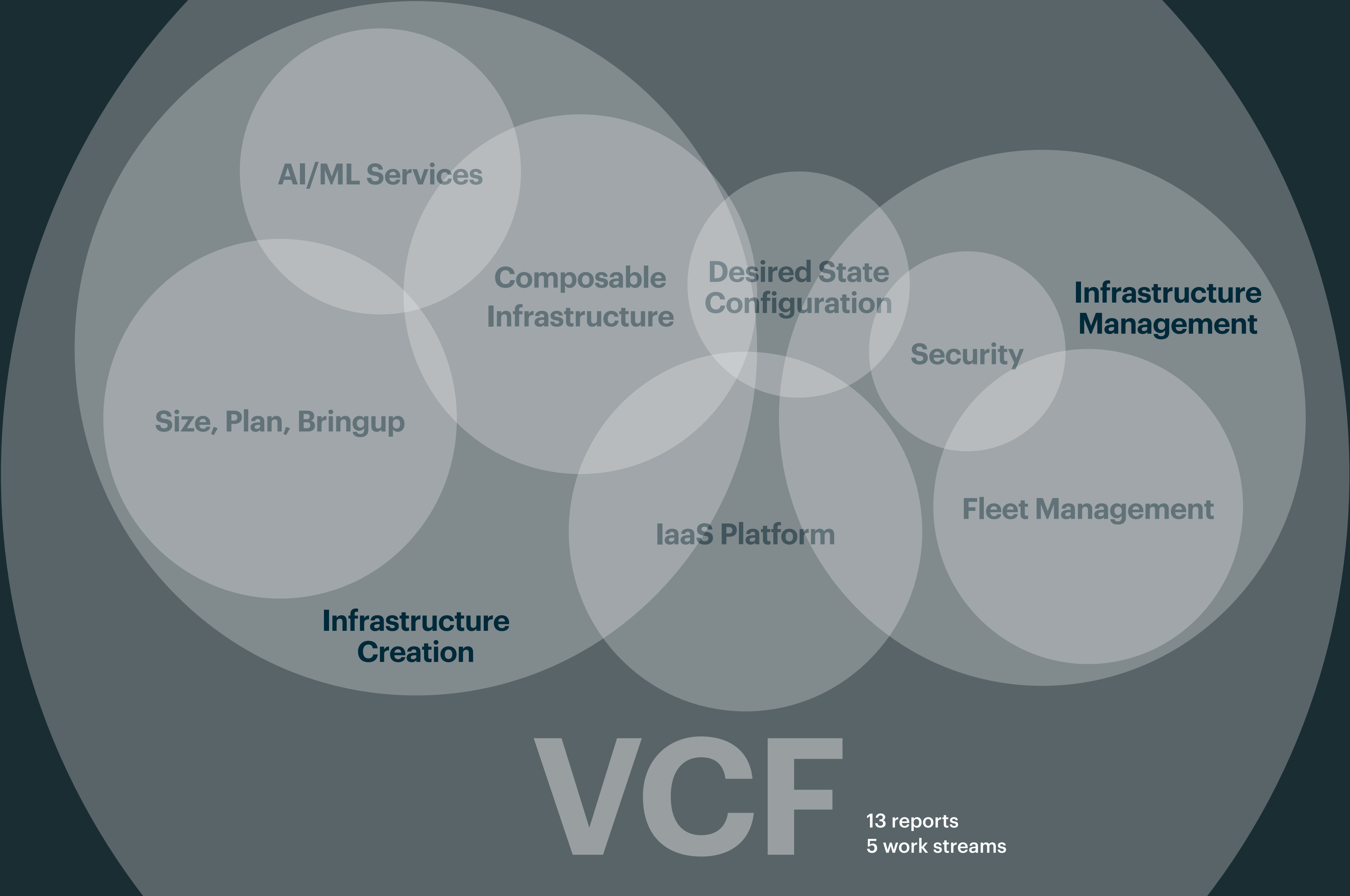
- VMware ships its organizations and it's hindering customers' and users' workflows as they have to navigate extremely fragmented experiences day-to-day.

VISION

Build the enterprise private cloud for any workload anywhere with unified management and operations.



MY SCOPE



VCF

13 reports
5 work streams

MY ROLE

GEEK OUT WITH A JOURNEY MAP

- **Team whisperer:** Built a fully-remote and high-performing, highly-collaborative, outcome-driven, empathetic team.
- **Connecting dots, pulling threads, aligning cross-functional teams:** Took over a broader portfolio of strategic areas of the private multi-cloud infrastructure platform that impact the time to value and productivity of users.
- **Team efficiency:** Structured a framework for the team to connect and collaborate asynchronously across multiple time zones to reduce meeting time and fatigue.
- **Design advocacy:** Increase cross-functional awareness about Design by planning and running creative design and user-focus events at VMware internal and customer conferences/events.
- **Voice of the customer:** Championed tactical and strategic research for continuous learning. Facilitated strategic insights share-outs across cross-functional teams and executive leadership leading to exponential awareness that resulted in increased E2E user empathy.
- **Strategic Execution:** Partnered with UX leadership to restructure team for new strategic execution. Instrumental in creating, improving, and establishing critical processes and rituals as we shifted to this new structure to ensure designers were focused on the outcomes and cross-functional alignment.

KF

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7.9

IMPACT

Product Design Senior Manager

- **Drove UX** efforts that support VMware's strategic priority to **unify** its suite of enterprise infrastructure products (**7+ core services**) into a **single solution** resulting in improved usability and accessibility.
- Led **vision alignment across a highly matrixed organization**, connecting the dots across complex products giving way to integrated MVP experiences and further integration roadmaps throughout the business.
- Fostered **design advocacy at all leadership levels** which allowed all UX designers to be invited to help work streams define solutions from problem definition onward.
- Enabled a **culture of collaboration**, inclusivity, and high performance within the team creating higher-impact designs.

Product Design Manager

- Led UX for the transformation of VMware into a multi-cloud and hybrid infrastructure solution resulting in a 34% increase YoY of subscription revenue to \$1.3B.
- Prioritized the **recruitment, development, and motivation of a globally distributed design team**, emphasizing inclusivity and accessibility in both our team dynamics and product design.

*"I deeply appreciate **Karen's insights** on our team. She is **fearless** about speaking up about gaps balanced with a deft, **non- confrontational** delivery that **aligns people** toward **problem solving** whether it's with her direct reports, her cross-functional partners or peers. [...]"*

Janet Amaro,
Product Design Director

MANAGEMENT TOOLS



Product

- KPI dashboard
- System patterns: user messaging
- Overlapping efforts

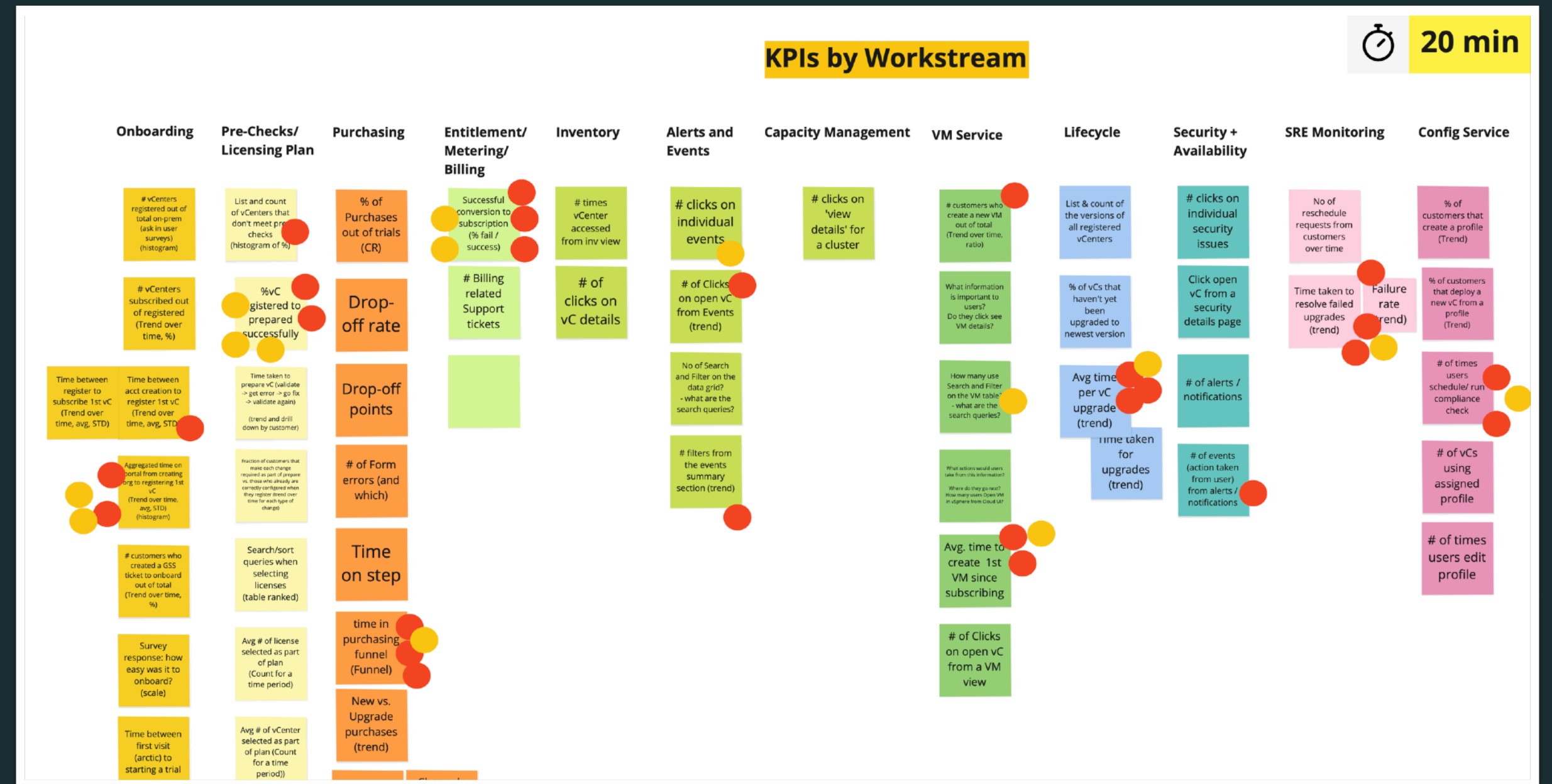
People

- Team placemats
- Career path template
- Self-assessment template
- 360 feedback form template
- Recruiting videos

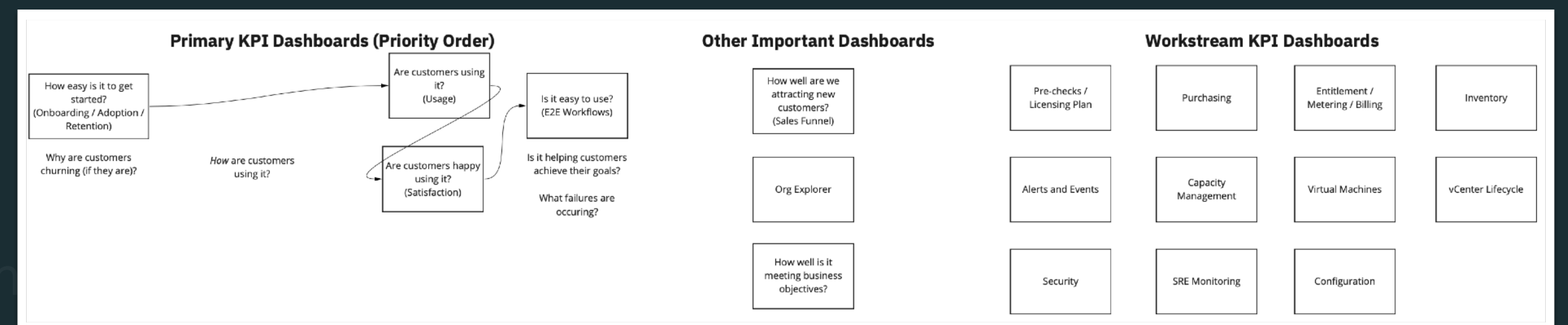
Process

- Journey UX index/master
- Process journey
- Guidelines definition
- a11y advocacy and process improvement

UX-led KPI definition workshop for new platform.



UX-led dashboard mapping workshop.



MANAGEMENT TOOLS

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Snack Bar

CLARITY

CONFLUENCE

NGX DOCUMENTATION

Snack bars are quick confirmation of successful user actions.

Snack bars appear at the bottom left corner of the screen and time out in 6 seconds. They are low in the visual/interaction hierarchy because users are aware of the request they have submitted.

Anatomy



Guidelines

When to use:

- Information triggered by users' action
- Success message for form submission/object edit/object deletion

✓ Dos

- Time-out in 6 seconds
- Provide a link to the created/modified/updated object when possible
- Remove snack bar if user navigates away from the current view
- Use "View Details" as the link title in most cases

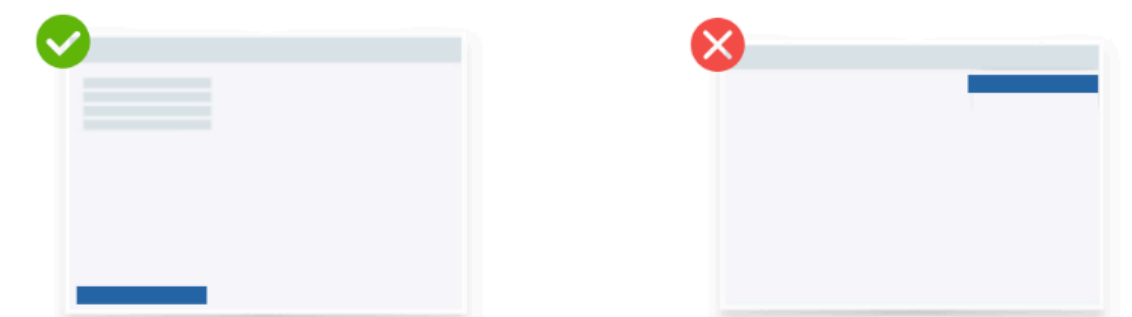
✗ Don'ts

- Do not batch notification. Maximum 1 snack bar at a time.
- If multiple messages are needed, communicate the number of affected records in the message (eg. "JohnDoe, annedoe, and 5 other users added successfully")

Special Scenario

-- No Special Scenario documented.

Placement on the Page



Snackbar messages will always appear on the bottom left corner of the screen.

Worked across teams to supplement existing component library with design style guide template for designers to populate as they came across the need while working on projects.

MANAGEMENT TOOLS

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Product

- KPI dashboard
- System patterns: user messaging
- Overlapping efforts

Worked with my leads to create an artifact to clearly surface overlapping siloed efforts that we had been calling out with no response. Created one for each of my work streams to help leadership have the conversation.

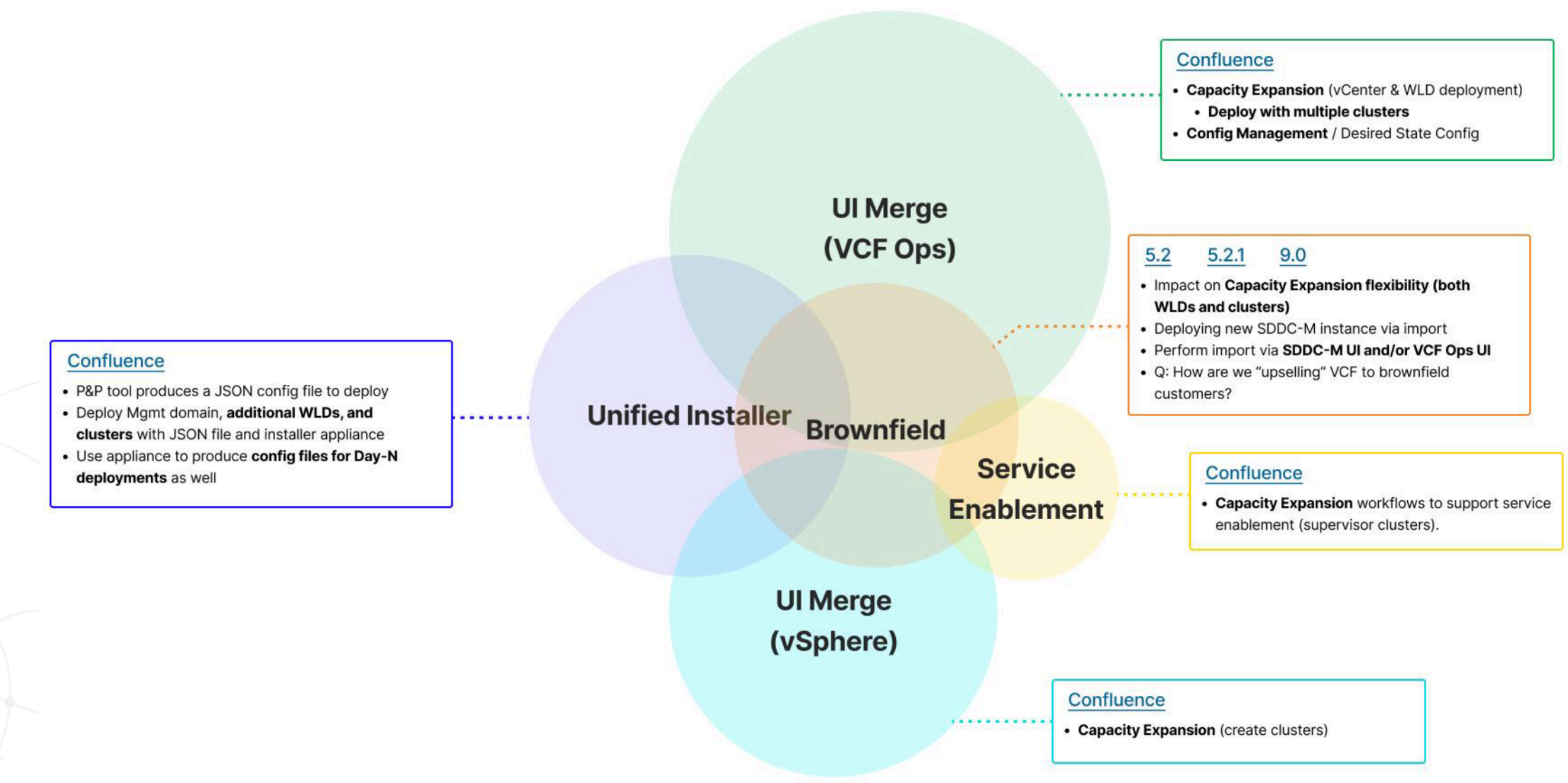
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Workstreams Overlaps - Deployments



MANAGEMENT TOOLS



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Let's Design Your Career Journey Together

EPIC₂

Our Values. Your Journey.

INNOVATION

Design Your Career Journey Together

VMware Leadership Code

VMware Core Team Goals

Achieving the Multi-Cloud Strategy

Design Team P202 Goals

VMware Board

Today

Five years from now...

Design Team P202 Goals

Design Team P202 Goals

My Journey

GOAL: What I want to achieve in 1 year

GOAL: What I want to achieve in 3 years

GOAL: What I want to achieve in 5 years

GOAL: What I want to achieve in 7 years

GOAL: What I want to achieve in 10 years

GOAL: What I want to achieve in 15 years

GOAL: What I want to achieve in 1 year

GOAL: What I want to achieve in 3 years

GOAL: What I want to achieve in 5 years

GOAL: What I want to achieve in 7 years

GOAL: What I want to achieve in 10 years

GOAL: What I want to achieve in 15 years

Created a phased template for those in my team who wanted to co-create their career path with me through a progressive framework.

MANAGEMENT TOOLS

Product

- KPI dashboard
- System patterns: user messaging
- Overlapping efforts

People

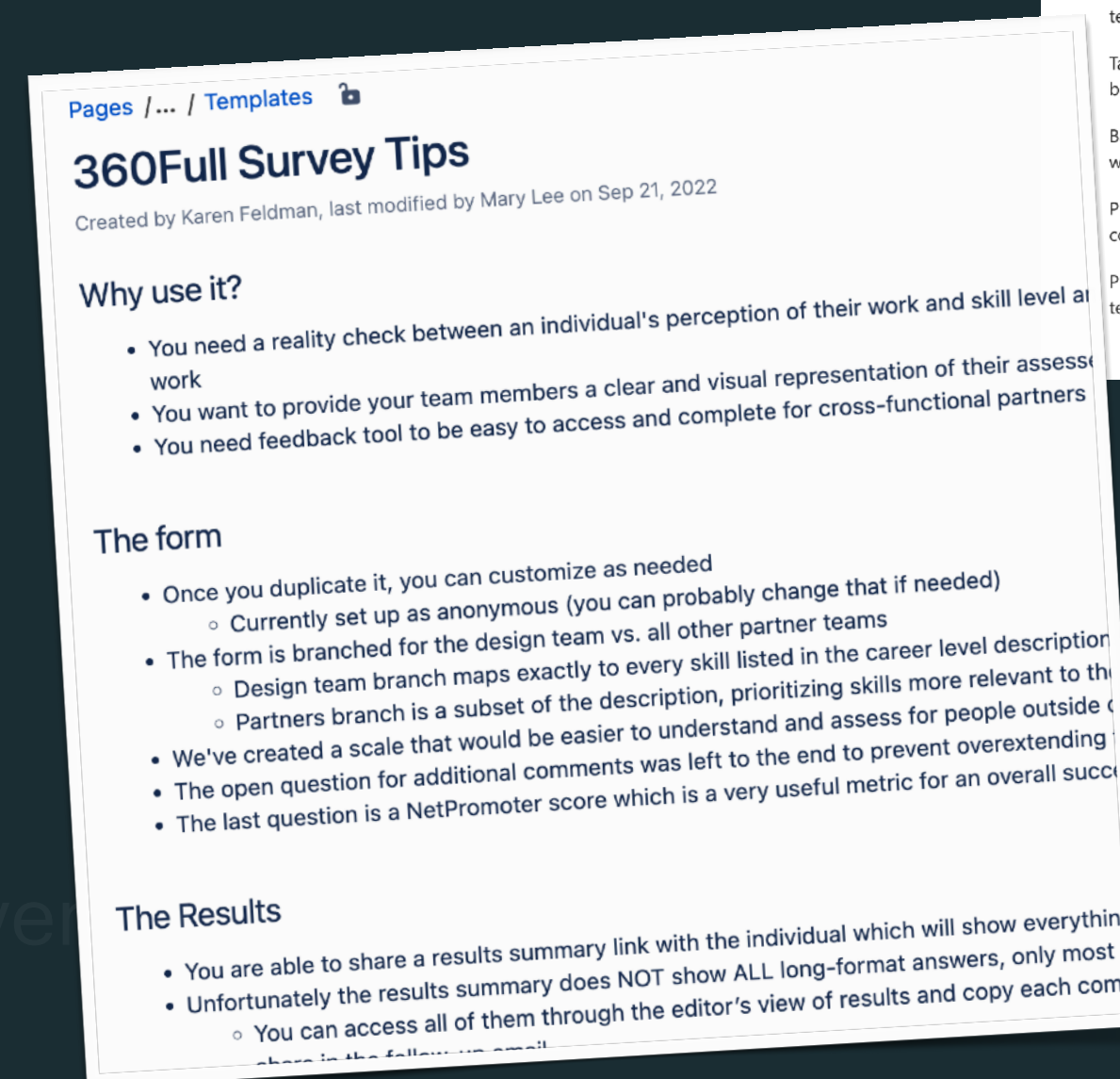
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Process

- Journey UX index/master
- Process journey
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- a11y advocacy and process improve

Created 360 Feedback surveys that mapped 1-to-1 to our career ladder descriptions, for every level in UX and launched a process for managers to conduct those yearly.

The same templates were duplicated and customized for the research and technical teams.



MANAGEMENT TOOLS



Product

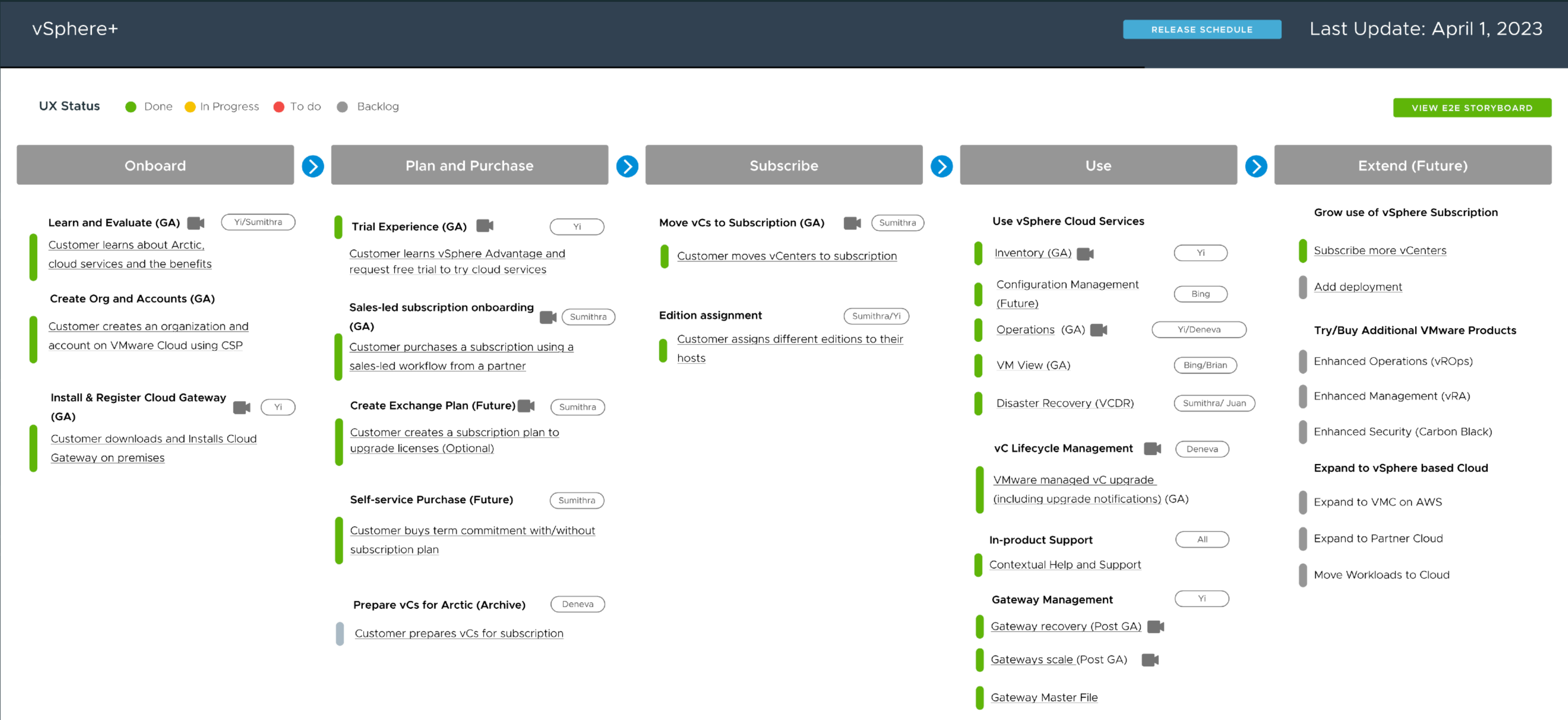
- KPI dashboard
- System patterns
- Overlapping

People

- Team placement
- Career paths
- Self-assessment
- 360 feedback
- Recruiting v

Process

- Journey UX index
- Process journey
- Guidelines definition
- a11y advocacy and process improvements



Created a centralized index for stakeholders to easily find UX prototypes any time. Each item listed displayed owner, status, link to prototype and short demo vide updated weekly. This artifact also gave visibility of work happening across teams along the entire user journey.

MANAGEMENT TOOLS

Product

- KPI dashboard
- System patterns: user messaging
- Overlapping efforts

People

- Team placemats
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Documenting a UX project

This is a list of desired information to include in our UX project documentation. How you structure and present it is up to you

- Quad and stakeholders tagged
- Resource links / Useful link
- UX Jira story/epic (should be linked to PM initiative)
- Epic
- Story for each workflow or section
- Tasks under each story: 1) workflow design, 2) Accessibility reviews, 4) UX metrics proposal, 5) User validation, 6) share PM initiative
- Index Figma linking to all different parts of an experience
- This could be in the form of use cases aligned to a journey
- Miro working boards / workshop boards
- Dovetail Project
- PM related documentation
- Use cases (if PM has not done this we need to)
- Timeline + Status
- Project overview
- Problem origin
- Customer feedback
- Bug
- Business strategy
- Problem definition
- Research
- High-level findings and insights

- Nice to have:
- user quotes
 - Telemetry data relevant to the problem
 - Meetings
 - Record any conversation, whether it's internal to UX or cross-functional
 - Date
 - Topic (this functions also as agenda shared ahead of time)
 - Recordings
 - Notes
 - Participants (good to send required participants ahead of meeting)
 - Als
 - Decisions made
 - Solutions/Outcomes

Design Review & Updates Process

Overall Guidance

- Jira will be the main source of truth for tracking progress, decisions and updates.
- If there is a change, then we will file tickets on the respective teams requesting/executing the update (UX/ UI).
- UX will close the loop once update/enhancement is agreed upon by sharing list of new Jira stories with quad.
- UX stories live on the UX board and are assigned to the lead designer for that effort.
- Implementation stories live on the ENG/UI boards.
- All child stories (UX or otherwise) should be children of original Epics.
- If the changes are considered "bugs" – like wrong implementation of the design – these will have higher priority than change requests, implementing new design.
 - Bugs/Defects will be reported in Bugzilla

Design stage

a. **Pre user validation**

- Designers will present work during their established quad meetings and take in feedback
- Designers will send summary of discussion, including outstanding questions, design feedback and action items for the quad
- Designers will address feedback and present updated design in next quad meeting

b. **Post user validation**

- Designers will present summary of insights from usability study with possible design update considerations to the quad and take in any concerns or feedback
- Designers will send summary of discussion, including outstanding questions, design feedback and action items for the quad
- Designers will address feedback and present updated design in next quad meeting

Review Methods

- **Live Environments**
 - File a Jira ticket for UI to pick up any bugs or inconsistencies in the live implementation
 - Srikanth can help with this
- *Used for holistic review once implemented.*
- UX also needs to see overall design flow v

Asynchronous critiques

Let's start leveraging asynchronous critiques. My suggestion is for this to replace having to sign up for arctic-reviews and share-out reviews and try to fully accomplish offline.

How to share?

- * Record a walkthrough, with context (same as you would present live) - embed into slack message
- * write up context and topic in recording for the slack message
- * include specific questions you need help with or say you're looking for general feedback
- * include figma link or miro link (whatever applies) for in-file comments

We should do this at every stage of our process:

- * Desk research: opportunity to get more use cases from others, or ideas on other products to look at
- * user flows: get others to give feedback on whether flows make sense or are missing steps/paths
- * early ideation: concept validation/questions
- * user research: share findings and get questions
- * high-fidelity: pattern consistency



OUTPUT BIRDS-EYE VIEW

AI/ML Services



Concept for platform experience to initiate enterprises in their AI/ML workloads journey.

Workspace / AI Project / ai-namespace / Private AI Hub

Private AI Hub

SummaryAgentsModelsEndpointsDataSettings

Chat EnginesRAG PipelinesPlugins and tools

Back

Customer Support Chat

ACTIONSEDIT

This chatbot is built to answer questions and resolve issues for our customers.
API endpoint: xxx.xxxxxx.xxxx/xxxxxxxx

Metrics

10
Users

50
Metric

100
Metric

xxx
Latency

XXXX
Metric

Model	Version	Parameter	Size	Memory	VIEW DETAILS
meta/llama3-8b-instruct	1.0.5	7B	2.8 GB	256 MB	

Instruction

You are a HR helper who answers questions professionally. You're tasked with answering this question: {}, please use this information to respond only: {}

Knowledge Base	Size	Updated	Times Retrieved	VIEW DETAILS
customer-support	xx	x days ago	28	

RAG Pipeline

Query Preprocessor
Description

Embedding Endpoint
nvidia/embed-qa-4

Retriever
Description

Node Post Processor
Description

Response Synthesizer
Description

Gen AI concept demonstrating how we could assist user workflows to deploy VMs.

Administrator@vsphere.local

Intelligent Assist

Ask anything or try one of the following prompts.

Help me power off my VMs.

Help me deploy multiple VMs simultaneously.

Hey VMware. I need help with deploying a few VMs.

Intelligent Assist

Sure Jason. I can deploy those VMs for you. You can drag-and-drop the VM template images in the box below. The supported image formats are OVA/OVF, VMDK and ISO.

3

OVA

Drag and drop here to upload your VM template images

SELECT FILES

Type to Chat

OUTPUT BIRDS-EYE VIEW

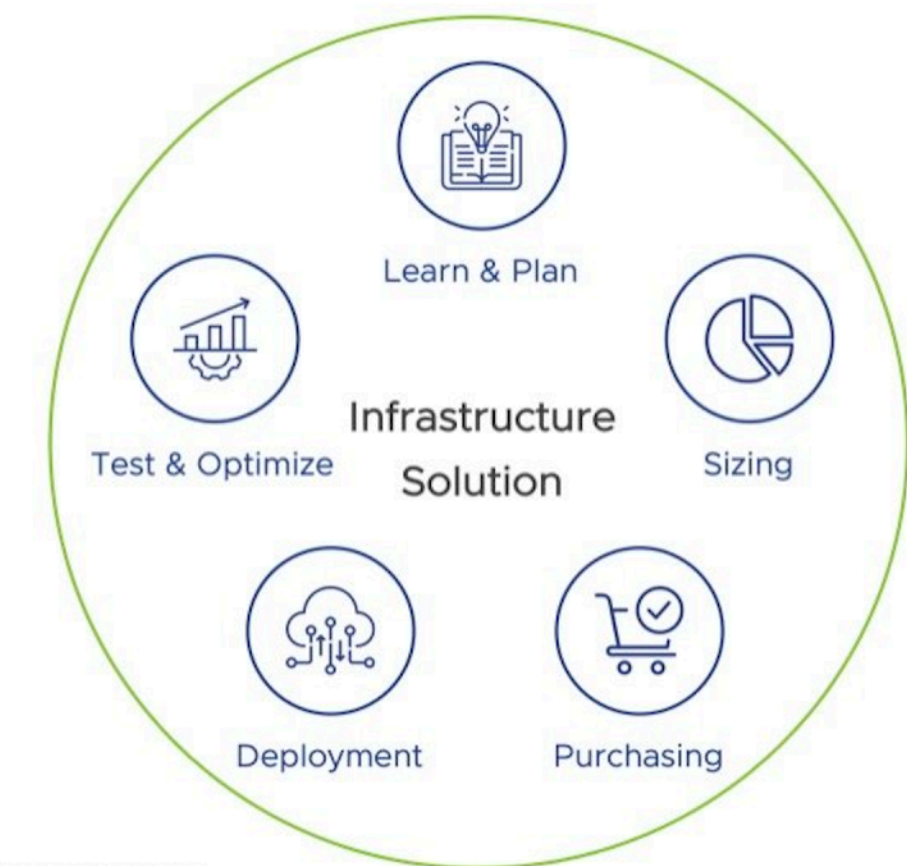
Size, Plan, Bringup

Visualization of execution plan vs. existing & ideal journeys to align stakeholders.

Strategic research insight redefining how we understand the customer journey.



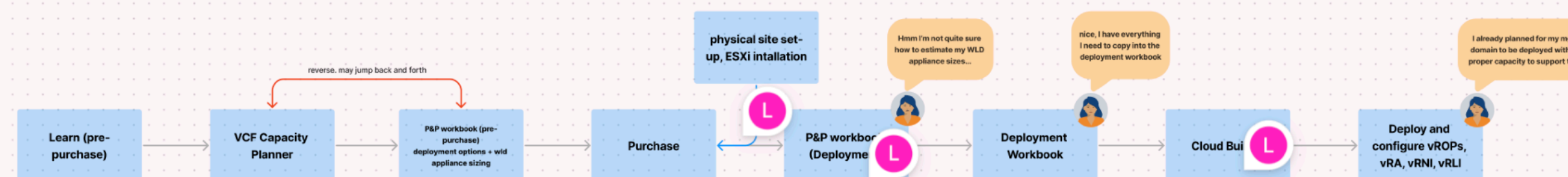
The current e2e process is **complex, disjointed, and error-prone**. We have always discussed the current customer journey in a linear fashion. The reality is, we need to design for these phases to **exist and work together** in unison



We need to re-define the term "deployment" to encapsulate all of these components. Customers want to **deploy solutions**, not just products

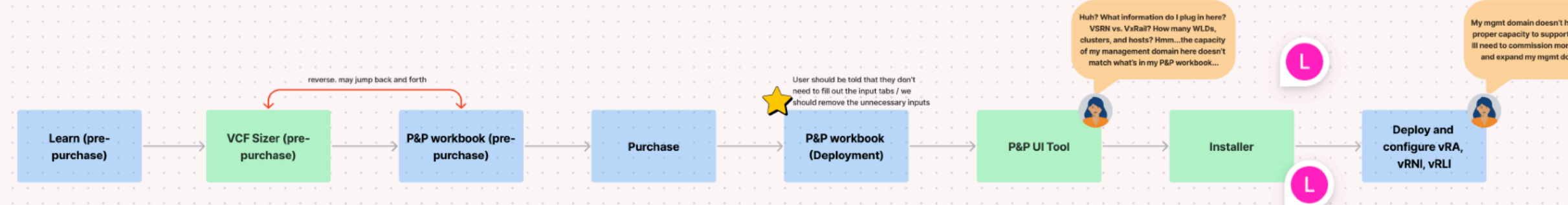
Customer Journey Comparison

Current Journey



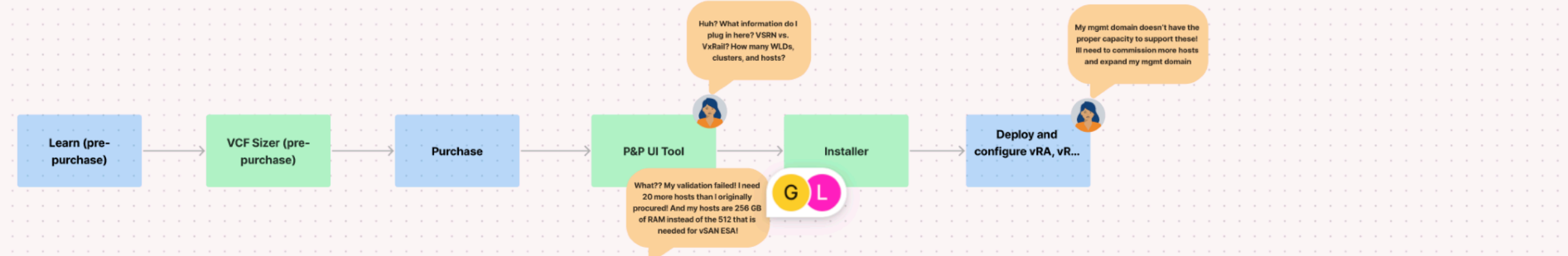
9.0 Journey (1)

assuming customers will still use P&P workbook

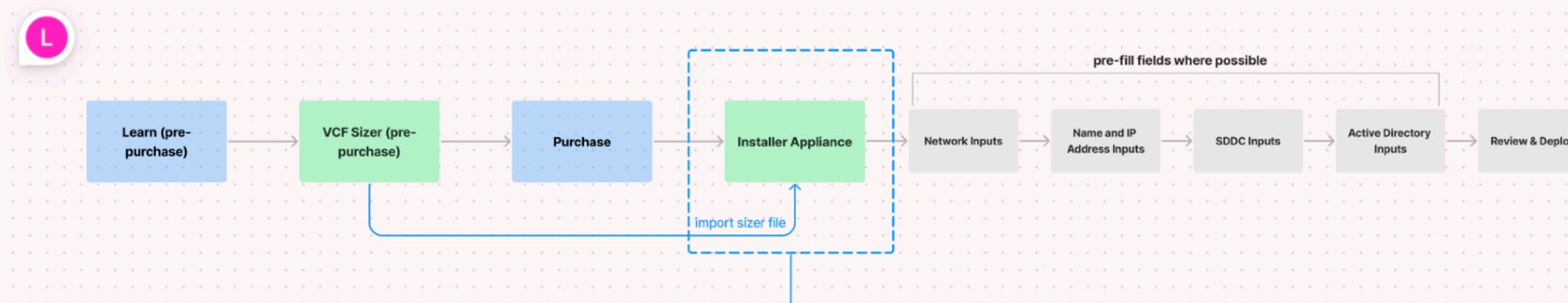


9.0 Journey (2)

assuming customers will no longer use P&P workbook



Ideal Journey



OUTPUT BIRDS-EYE VIEW

Composable Infrastructure



Explorations around giving different customers the flexibility they need to build composable infrastructure: business-need-centric (left) vs. product-centric (right).

Next, let's gather some additional information around your business needs

Automation
lorem ipsumnot started

Modernization
lorem ipsumnot started

Budget
lorem ipsumcompleted

Agility
lorem ipsumstarted

Security/Compliance
lorem ipsumstarted

Disaster Recovery
lorem ipsumno needs defined

Hardware type
lorem ipsumnot started

User permissions
lorem ipsumnot started

Scalability
lorem ipsumnot started

Previous

Save & Exit

Next

< Which configurations would you like to include in this installation?

Storage (select one)

☒ vSAN (recommended)

☐ NFS

☐ FC

☐ Other

Networking (select one)

☐ NSX Overlay backed (recommended)

☐ NSX VLAN backed

☒ vSphere Networking

Cluster Types (can select multiple)

☒ vSAN stretch

☒ Kubernetes/ Supervisor

☐ Cluster type

vSphere networking does not allow for this type of cluster creation

☐ Cluster type 4 ⓘ

vRealize (can select multiple)

☒ vRealize Operations

☒ vRealize Automation

☐ vRealize Log Insight

Service Enablement

☒ Private AI Foundation

☒ Remote Desktop

☐ VMware Workstation

☐ Site Recovery Manager

Optional service enablement in the infra creation workflow? Can we templatize this?

Get Started

OUTPUT BIRDS-EYE VIEW

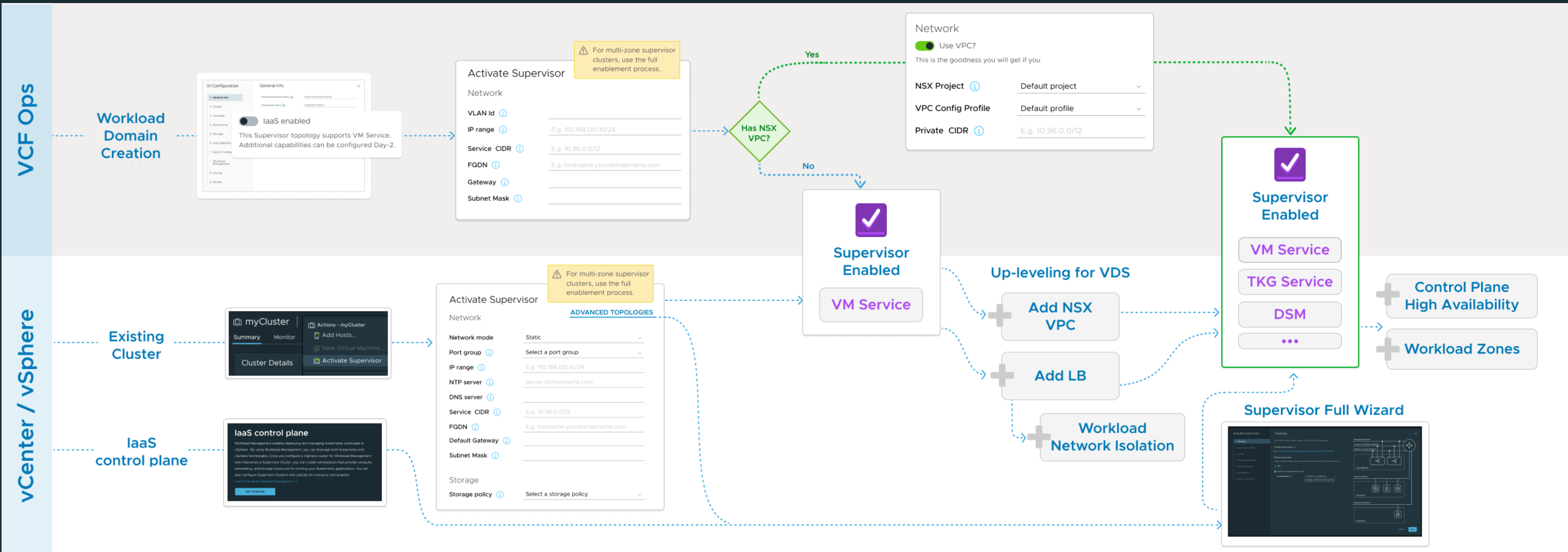
IaaS Platform

KF

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7.9

Facilitating cross-functional north star discussions with a visualization of the end-to-end user workflow.

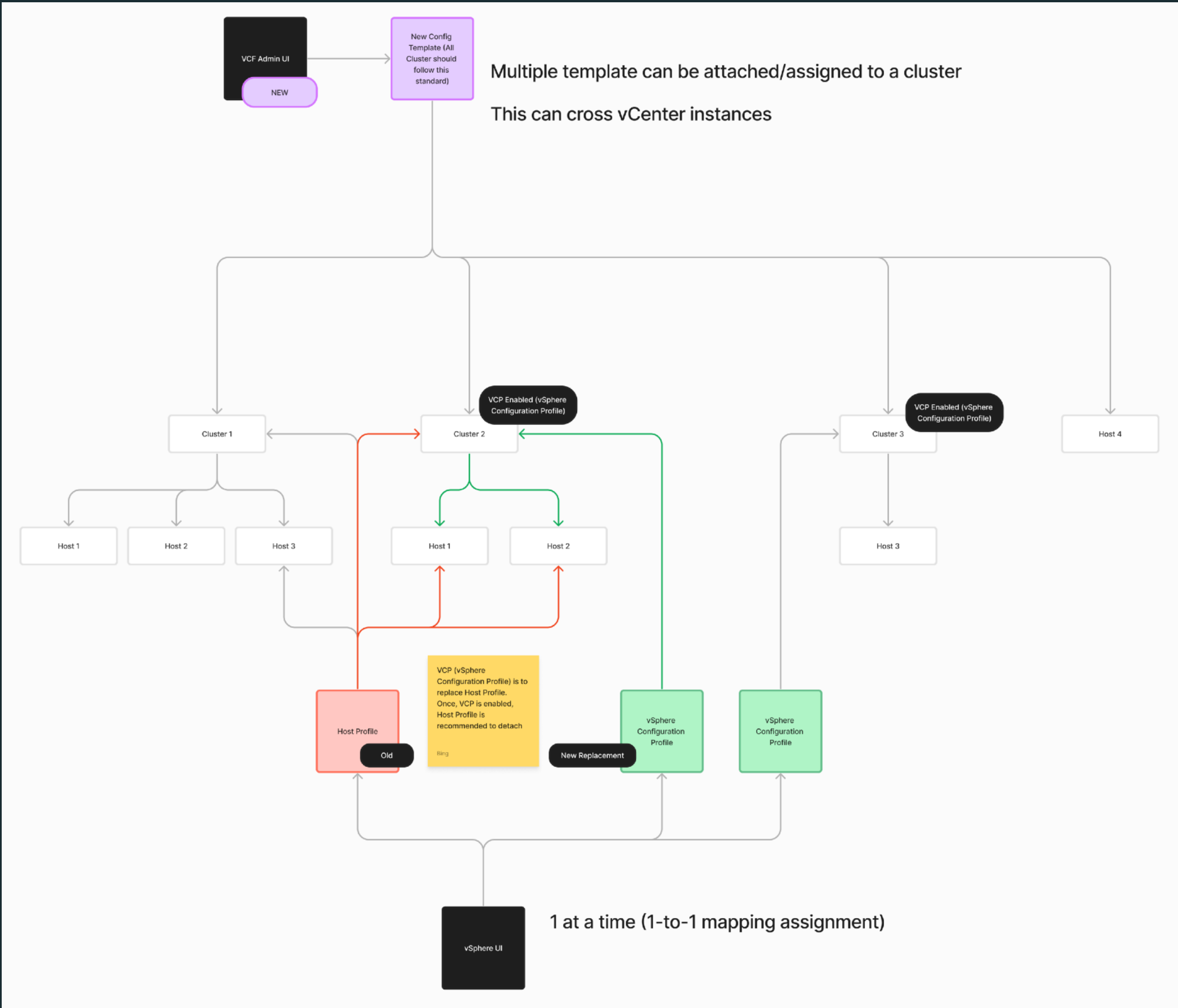


OUTPUT BIRDS-EYE VIEW

Desired State Configuration



Desired State Configuration template/profile management architecture map to align with development team.



Concept for composite template building and management with cascading hierarchy capability.

Search for an object, metric, dashboard, capabilities and more ...

VCF-Desired State Template-1

/ VCF Admin Console / Templates / Template

Configurations Assignments

Config Templates 5

Priority: from top to bottom

- SDDC Manager
- vCenter
- NSX
- vSAN
- ESX Cluster

[DOWNLOAD](#) [COPY JSON](#)

```
$dvsObject = @()
$dvsObject += [pscustomobject]@{
    'mtu' = $pnpWorkbook.Workbook.Names["primary_vds_mtu"].Value
    'niocSpecs' = $niocObject
    'dvsName' = $pnpWorkbook.Workbook.Names["primary_vds_name"].Value
    'vmnics' = $vmnics
    'networks' = $networks
}

$vmFolderObject = @()
$vmFolderObject += [pscustomobject]@{
    'MANAGEMENT' = $pnpWorkbook.Workbook.Names["mgmt_mgmt_vm_folder"].Value
    'NETWORKING' = $pnpWorkbook.Workbook.Names["mgmt_nsx_vm_folder"].Value
    'EDGENODES' = $pnpWorkbook.Workbook.Names["mgmt_edge_vm_folder"].Value
}

if ($pnpWorkbook.Workbook.Names["mgmt_evc_mode"].Value -eq "n/a") {
    $evcMode = ""
}
else {
    $evcMode = $pnpWorkbook.Workbook.Names["mgmt_evc_mode"].Value
}

$resourcePoolObject = @()
$resourcePoolObject += [pscustomobject]@{
    'type' = "management"
    'name' = $pnpWorkbook.Workbook.Names["mgmt_mgmt_rp"].Value
    'cpuSharesLevel' = "high"
    'cpuSharesValue' = "0" -as [int]
    'cpuLimit' = "-1" -as [int]
    'cpuReservationExpandable' = $true
    'cpuReservationPercentage' = "0" -as [int]
}
```


OUTPUT BIRDS-EYE VIEW

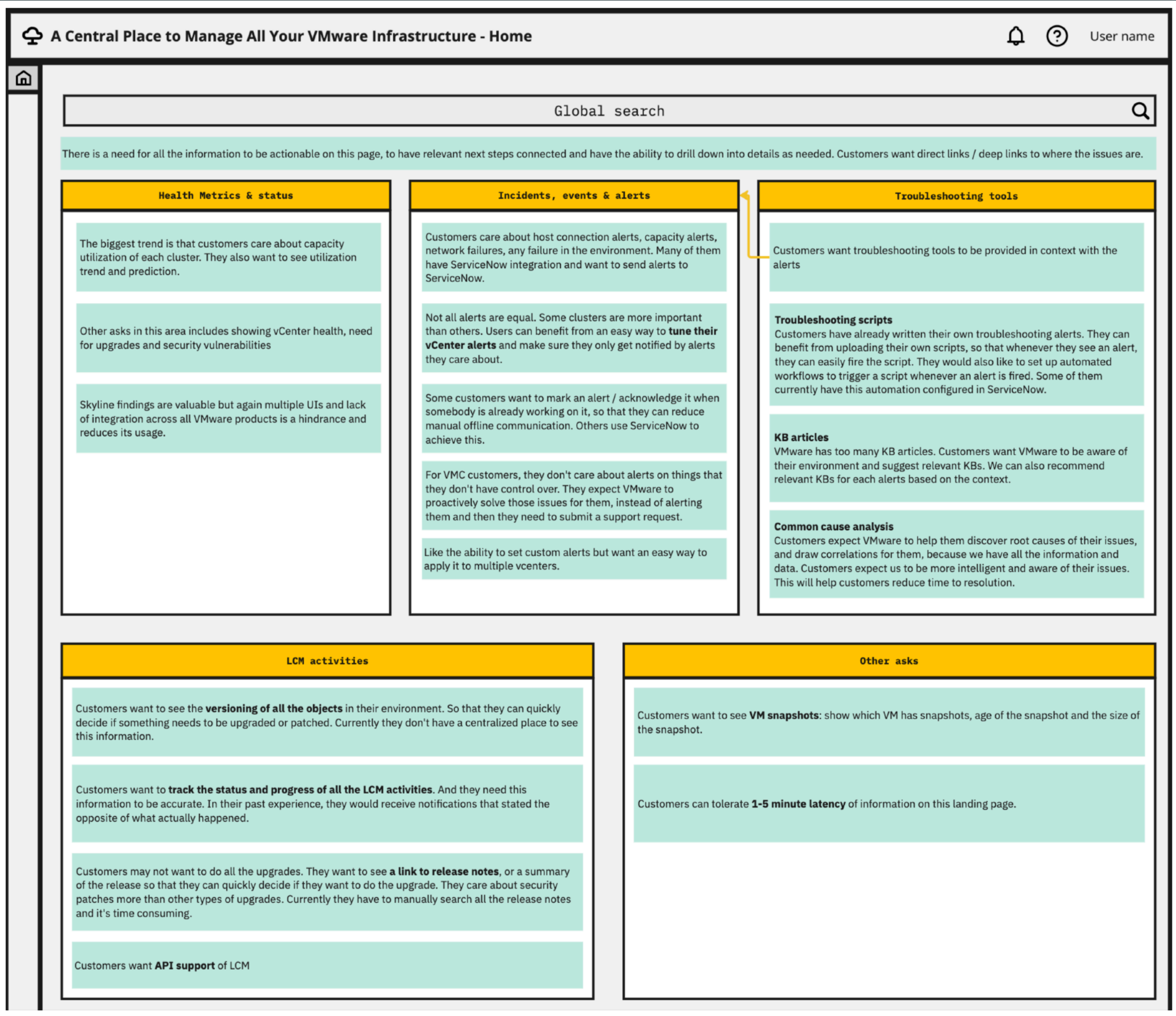
Fleet Management

Presenting insights visually matching the potential layout where those insights would come to life as data on a dashboard.

Strategic insights from user research workshops.

Top information users want to see if there is a single pane of glass:

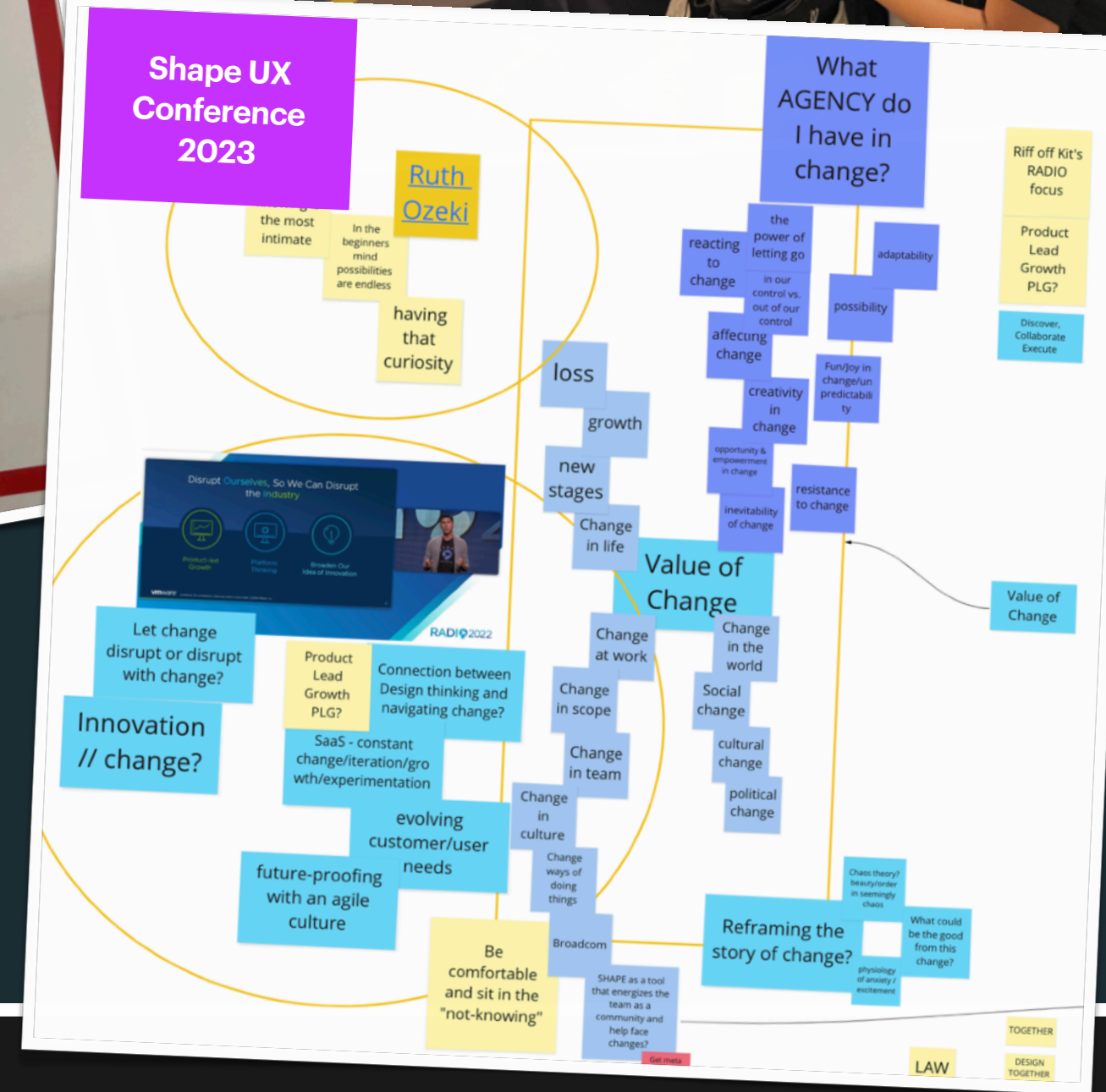
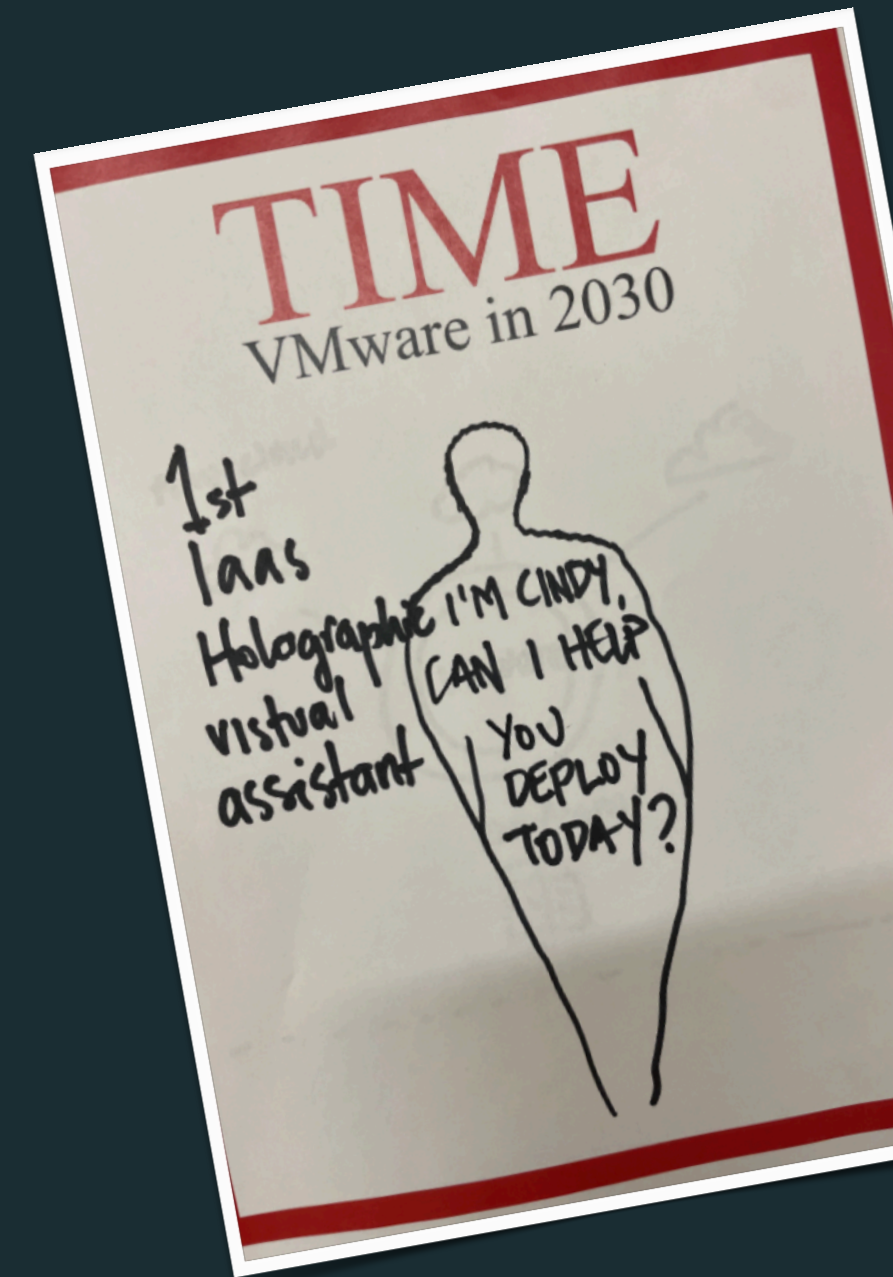
- Alerts, incidents across all the deployments
- Capacity utilization of vCenters, clusters and hosts
- A list of all the infrastructure objects
- Upgrade & LCM info



SCALING CULTURE

Bringing practices from my teams to the broader design organization:

- Monthly All-staff
- Monthly Social hour
- SHAPE Design Conference - Content
- Mentorship
- Design Hackathon Advisor
- Explore Research Advisor and Recruitment
- Design Zone - cross-functional design thinking activities



WHY?

Talk state of affairs, get to know each other and get inspired, so we can be better together.

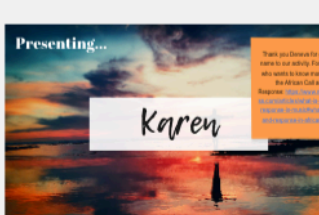
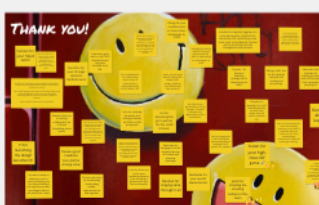
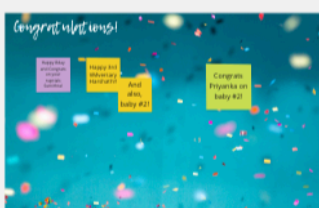
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USDA

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11.04.2021

WHAT?
Monthly all-staff.
WHY?
Talk state of affairs, get to know each other and get inspired, so we can be better together.
HOW?
Cross-functional teams: designers, UX architects, design managers.
WHEN?
Third Thursday of the month.





 **USDA***

UX DESIGN MANAGER
2018-2021

** Through Accenture Federal Services*

WHAT DOES USDA DO?

Provides public policy leadership in agriculture, food and nutrition, natural resource protection and management, rural development, and related issues.

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CHALLENGE

USDA employees focus too much of their time helping customers with administrative tasks because they do not understand how to self-serve.

VISION

One-stop shop for farmers, ranchers, and land owners to conduct business with USDA.

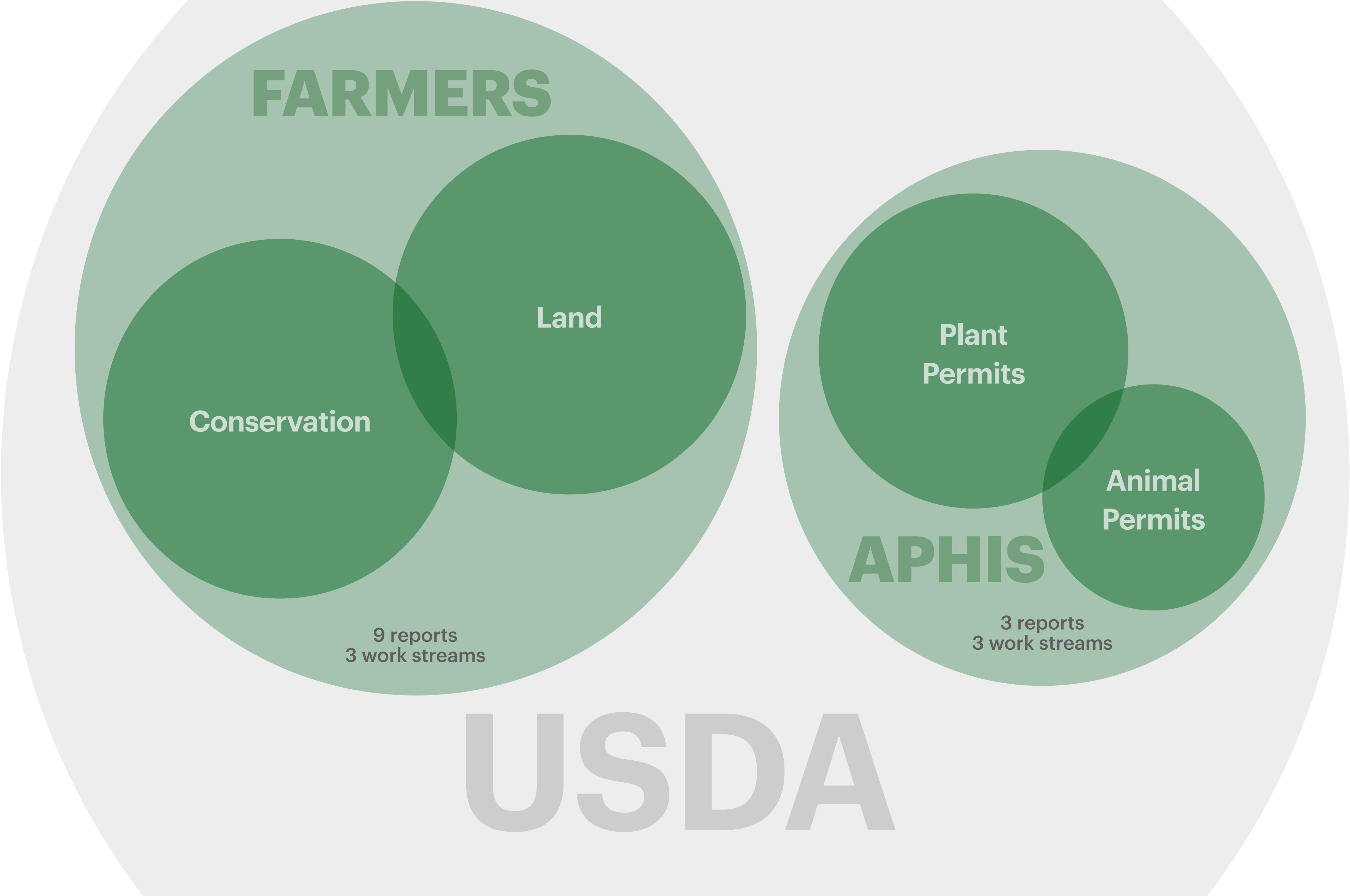


MY SCOPE

KF

vm

7.9



FARMERS

Conservation

Land

9 reports
3 work streams

APHIS

Plant
Permits

Animal
Permits

3 reports
3 work streams

USDA

MY ROLE

Problem & Service Definition

- Led **requirement gathering** from client
- Partnered with PM to outline the **roadmap**

Program operationalizing

- Helped **organize team** by mission area/product
- Collaborated with project management to **establish ways of working, and cross-functional collaboration processes** (tech and design feasibility recurring syncs, shared notes documentation, HCD education)
- **Team onboarding** documentation process
- Facilitated sprint **retros** with action items
- Utilized Jira **tracking workflow** as KPIs

Management

- **Stakeholder alignment** (workshops, 1:1s)
- Worked closely with teams on **personal and career goals** (weekly 1:1s)
- Defined **HCD standards**, processes, and tools
- **Individual and group coaching** of junior members around HCD strategies, professional growth, and stakeholder management.



- IMMERSE & UNDERSTAND
- STAKEHOLDER INTERVIEWS
- CLIENT WORKSHOPS
- FIELD VISITS
- STUDY COMPETITORS



- ANALYSIS OF RESEARCH



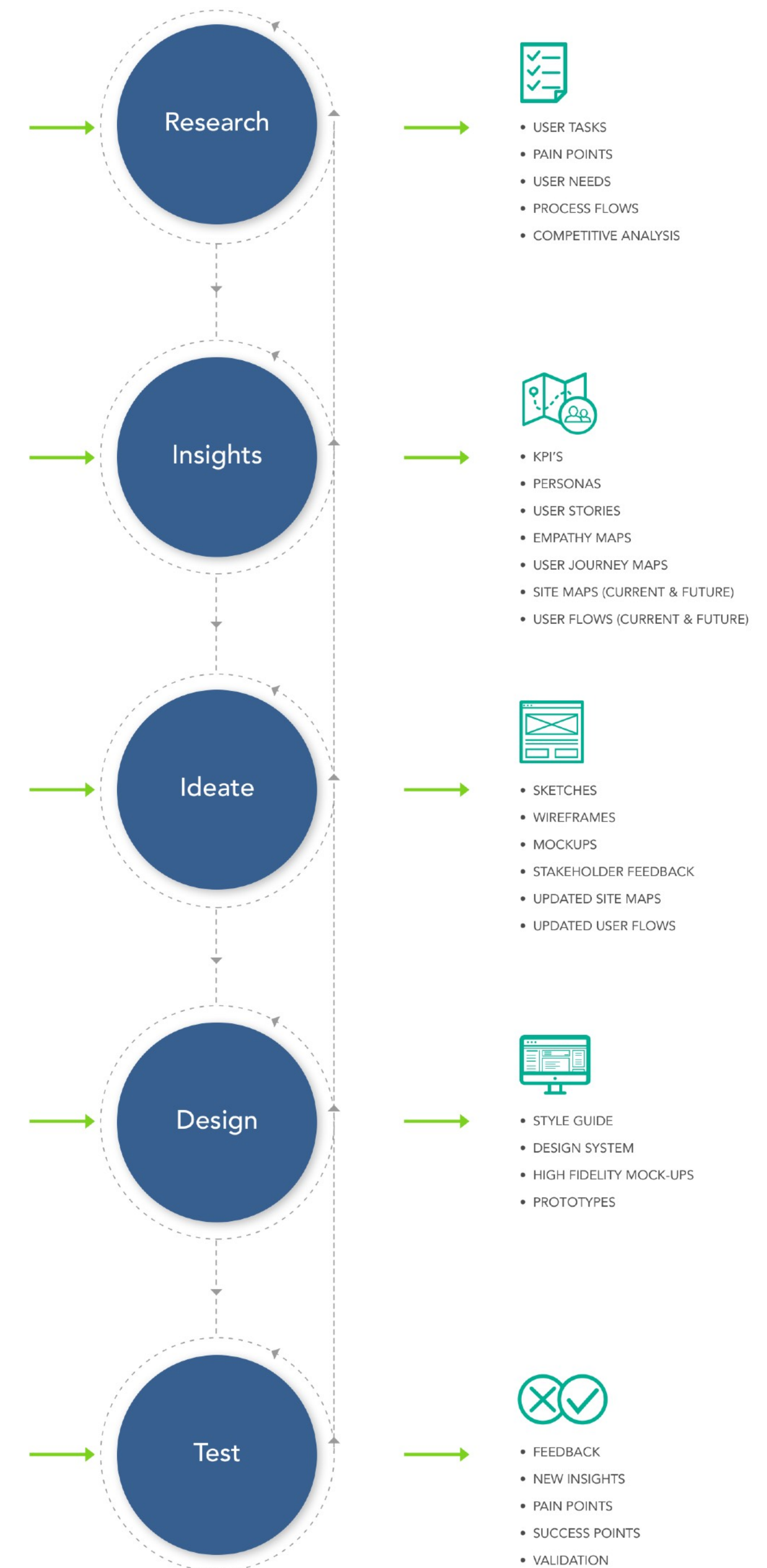
- TEAM BRAINSTORMING SESSIONS
- REVIEW SESSIONS WITH STAKEHOLDERS



- DEFINE FINAL THEME, SPECS, AND GUIDELINES
- REVIEW SESSIONS WITH STAKEHOLDERS



- TEST USERS USING PROTOTYPES MADE IN INVISION, AXURE, MARVEL, ETC.

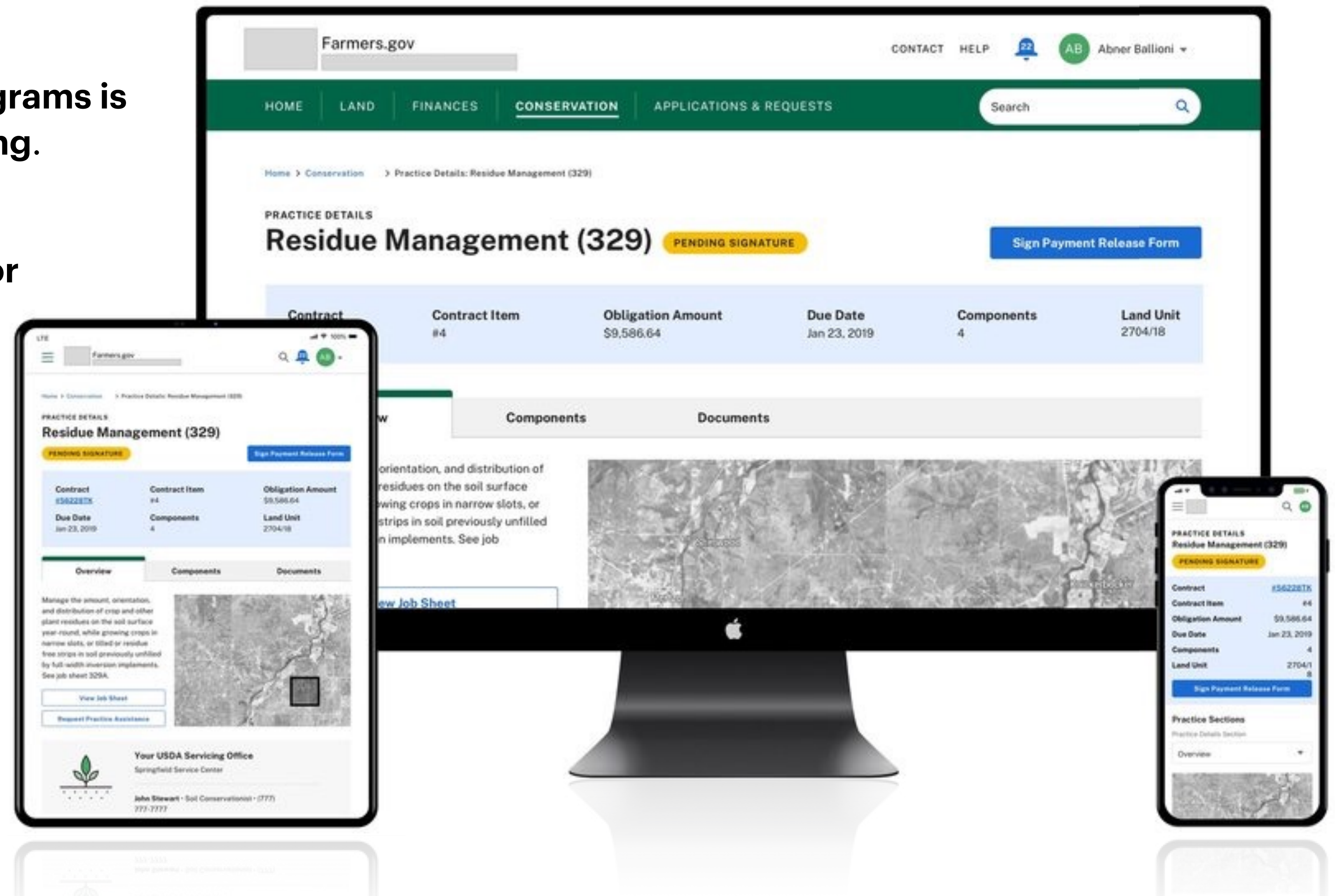


FARMERS.GOV

Over 2 million American farmers, ranchers, and dairy producers rely on available federal programs to support their operations and overcome natural disasters and economic factors.

Access to these programs is extremely challenging.

Farmers.gov centralizes access for customers so that they can self-serve, relieving some of the administrative burden employees currently carry.



KF

vm

ze

IMPACT

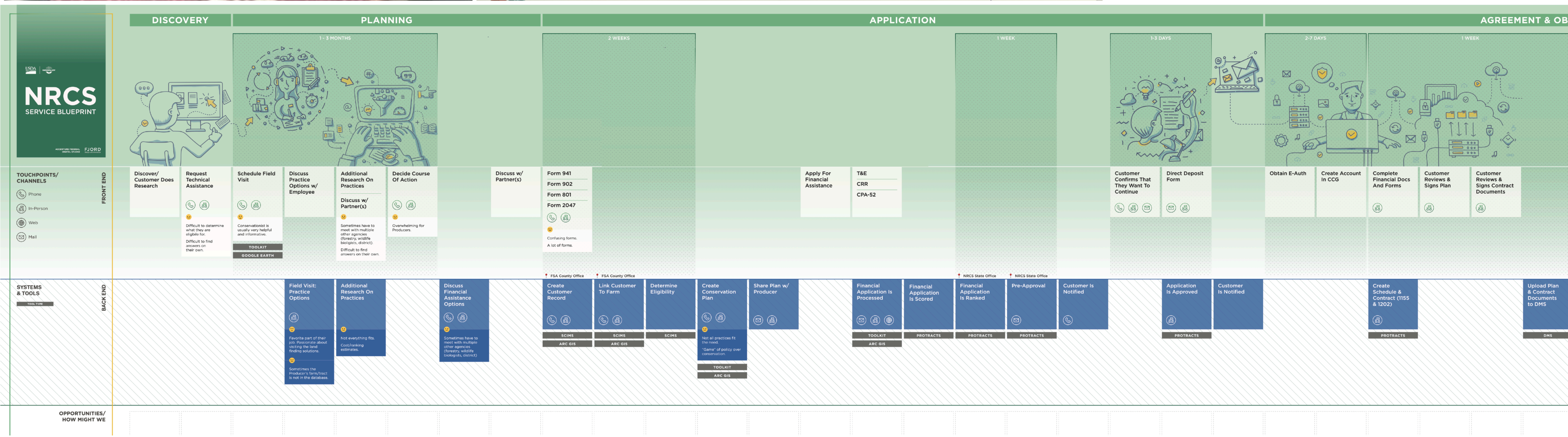
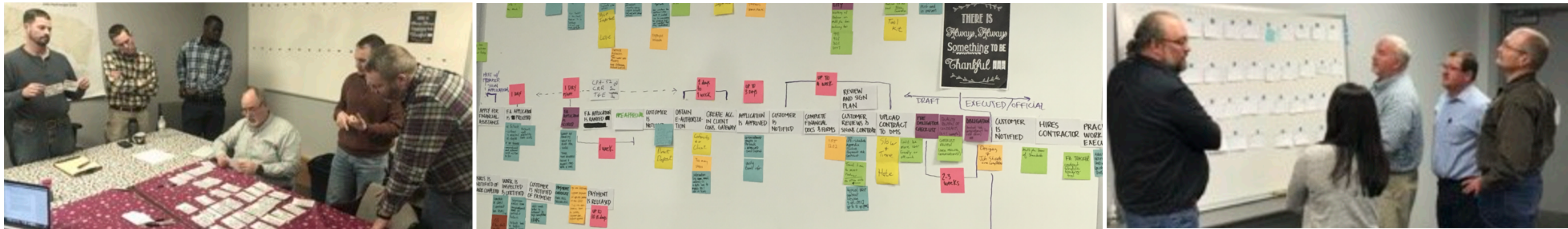
The solution brought widespread use by delivering quality products and services in line with customer needs, client goals, and government mandates.

- \$15.5 billion in funding distributed
- **6.5 million customer page views**
- **4.6 million customer interactions**
- Conducted **170+ stakeholder interviews** with producers and employees
- Developed **2 Customer Journeys and 15+ User Personas**
- Designed **65+ Screens**
- Designed **20+ User Flows**
- Developed **200+ key features** for producers and employees enabling them to complete Conservation Requests, View Farm Loans, and eligibility forms
- **80+ Usability tests** of key features

"Your findings are bringing to light that the customer experience opportunities go beyond the farmers.gov portal and they are motivating leadership to act upon them."

*Pierce Kateeb,
Design Director*

Understanding the existing employee and customer journeys with supporting systems and pain points.



DIVING IN

Sharing strategic insights with stakeholders

KF

vm

7.9

BUSINESS SERVICE STRUCTURE

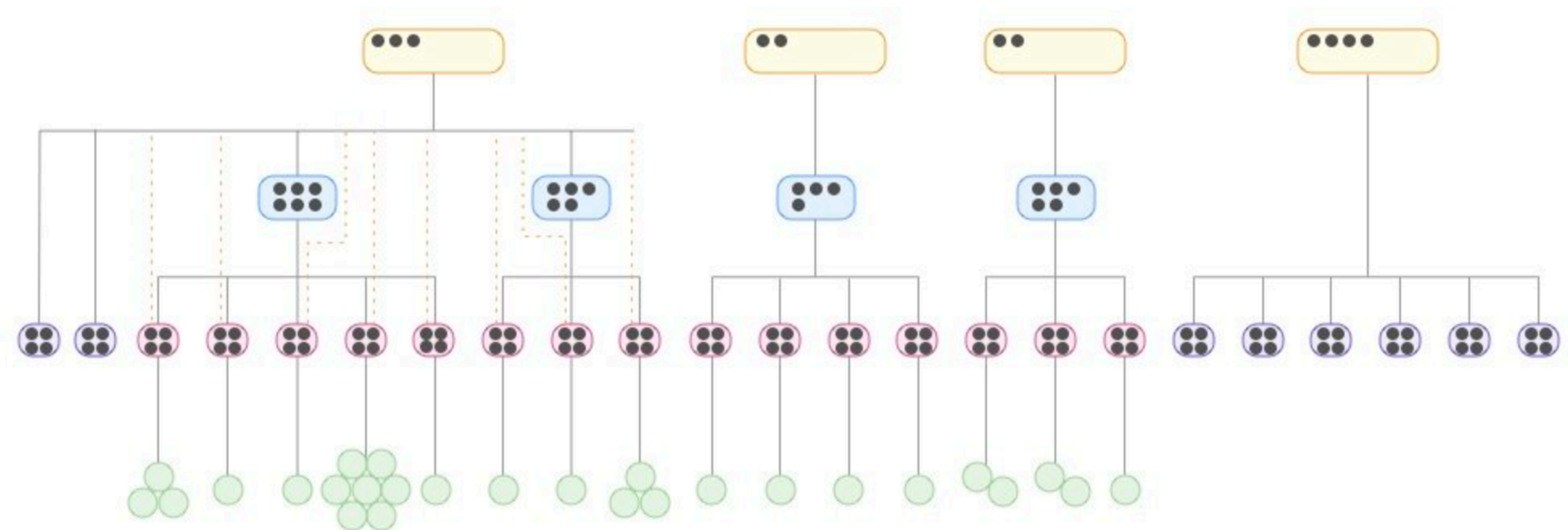
DOCUMENTS

PLANS

CONTRACTS

CONTRACT ITEMS / PRACTICES

CONTRACT ITEM COMPONENTS



REAL CUSTOMER EXPERIENCE

"I don't know what the difference between a plan or a contract"

"I don't know what a contract item is"

"I just ask my conservationist what I need to do"

"I spend too much time organizing documents in the DMS"

DRIVING FOR CHANGE

Facilitating co-creation based on insights.



Sidney Family Farm

HELPCONTACTSidney Carver

MY LANDMY FINANCESMY PLANS AND CONTRACTSAPPLYGET SUPPORTSearch Farmers.Gov

MY PRACTICE DETAILS

Residue Management

CODE: 329
EQIP - CONTRACT #56228TK

Practice Due Date	Obligation Amount	Farm	Tract/Field
Jan 23, 2019	\$16,904	#XX-XXXX	2704/18

[Report Practice Completion](#)[View Job Sheet](#)

HOME > MY PLAN > PRACTICE DETAILS: RESIDUE MANAGEMENT (329)

Practice Map

Your USDA point of contact is:

John Stewart
Soil Conservationist
(777) 777-7777

Live Chat

Email

Contractor Information

You have not entered any contractor information at this time

Add Contractor

Practice Documents

XXXX

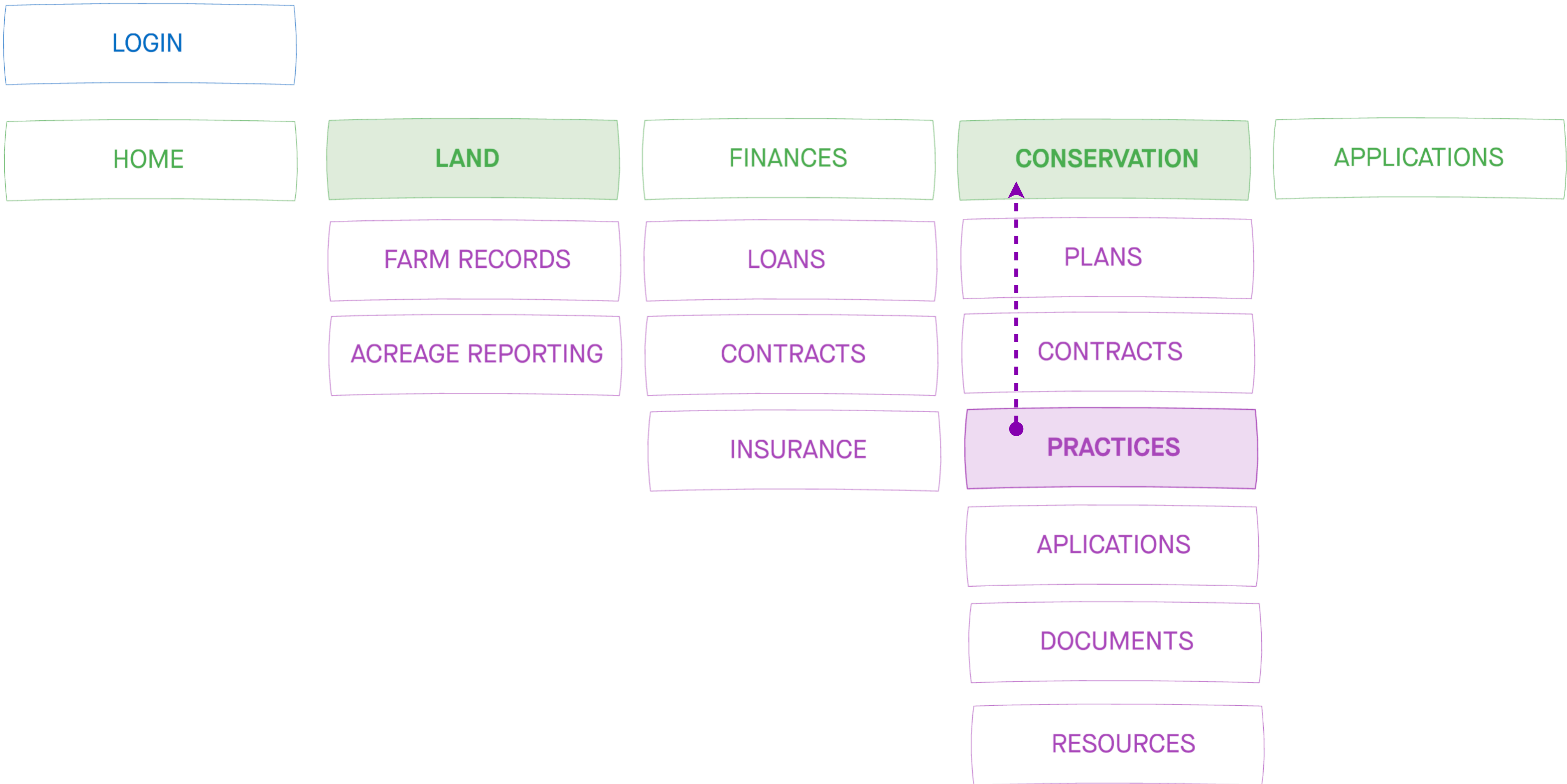
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DRIVING FOR CHANGE

Flipping existing IA on its head.







DRIVING FOR CHANGE

Surfacing top action items for users.




Conservation

Important Tasks


DUE DATE	NAME	
 04/20/2019	1234 - EQIP Contract Complete all practices before your contract expires	...
05/07/2019	Appointment: Dan Hoffstater, NRCS Warrenton Appointment reminder	...
 08/09/2019	CPA-1200 - EQIP Application This document is pending your signature	<div>Menu Item 1 Menu Item 2</div>
10/20/2019	Plant seed mix This practice is due soon	...
12/09/2019	Forestry consultation Appointment reminder	...

\$5,004.00
is ready in disbursement.



[Sign Payment Release Form\(s\)](#)

3 Practices
are due within 90 days.



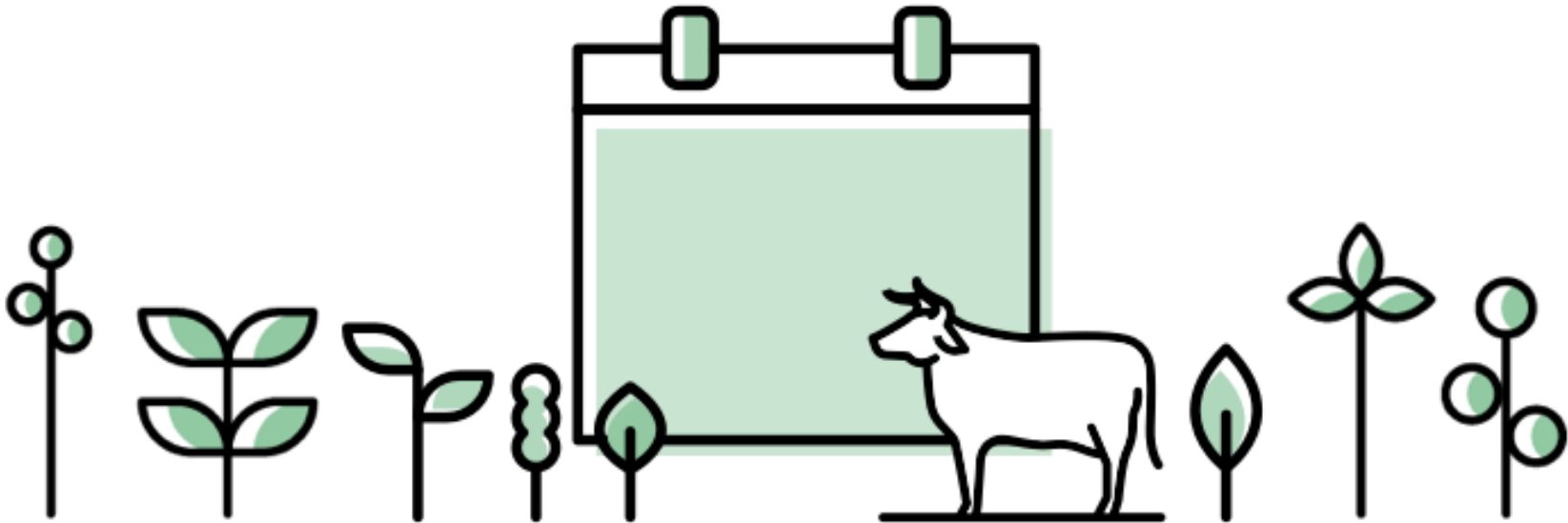
[View Practices](#)

Need a hand?

Submit a conservation request today!

- Get help with a natural resource concern
- Request a new conservation plan
- Apply for conservation financial assistance

[Submit a Request](#)





PROGRAM OWNER & UX LEAD
2016-2017



CHALLENGE

Lead-generation organization with no formal program, no historical data, or rigorous **processes for optimization**.

VISION

Establish processes that **empower all teams** to conduct successful optimization campaigns and leverage testing **insights for product development**.

MY ROLE

- **Audited** existing analytics tools, testing tools, content creation tools, and processes.
- **Requirement gathering:** Met with teams and stakeholders to get their input on needs, obstacles, and goals.
- Wrote reports on audit findings that included **recommendations for PPC campaigns, new program KPIs, and impact projections**.
- Co-created a **custom prioritization framework** for experiments in collaboration with C-suite and program managers
- Created **reporting tools** (bi-weekly sprint, real-time peek, monthly birds-eye view) for the entire company
- Created idea **backlog** for the entire company to contribute
- Created **program workflow in Jira** to allow all channels to participate

IMPACT

- **Increased testing velocity by 405%:** from 19 tests/year to 96 tests/year
- Achieved an overall **10% quarterly increase in conversions**
- Fully **scalable experimentation program** with training, program management, and reporting tools.
- Provided **insights from tests to product team** for new product design



DRIVING FOR CHANGE

Providing visibility to leadership and stakeholders.



Pages / Modernize

Conversion Optimization Overview

Created by Karen Feldman, last modified on Jan 31, 2017

In this page you will find an overview of our live tests, access to test plans and sprint reports.

Live LP tests			
Test	Type	Start Date	More Info
PPC - Mod.com/windows-2 geolocation on headline	AB	01/24/17	VWO »
AN - MOD Solar-5 - Form and Button colors	MVT	01/11/17	VWO »


Live MOD Website tests			
Test	Type	Start Date	More Info
MW - Home Page Hero CTA (@100%)	A/B	01/01/16	VWO »
MW - Solar Masthead CTA - "See my savings"	A/B	10/20/16	VWO »
MW- modWindows - CTA Orange + Text (@100%)	A/B	10/13/16	VWO »

Conversion Optimization Jiras »

Tickets in development			
Name			
LOGO on mod.com/quotes/windows links to mod.com			
AFF - Iteration of WindowsRC - Step 2 radio buttons			
PPC - Typo on Windows-189			
AFF - Mobile iteration on HSR (remove spinner)			
PPC - Script to use in VWO for keyword insertion			
AFF - Window Price Compare			
AN- widget			
PEBC window-price.com profile form step			
PEBC version of FHE/hvac-1	PEBC	FM-1303	
Make side bar module dynamic in Advertorials	AdNetworks	MW-1577	

Total Traffic <i>From VWO</i>	Total Conversions <i>From VWO</i>	CR <i>From VWO</i>		CR Lift	Control					
		Control	Variation		Desktop			Mobile		
					Conversions	Visitors	CR	Conversions	Visitors	CR
3,133	241	8.57%	5.55%	-35.24%						
4,659	767	18.59%	14.26%	-23.29%	69	837	8.24%	99	1,103	8
25,610	3,487	13.20%	14.03%	6.29%	162	814	19.90%	212	1,228	17
6,930	967	12.74%	15.19%	19.23%	523	5,008	10.44%	925	6,042	15
2,342	321	14.52%	12.90%	-11.16%	133	1,001	13.29%	260	2,045	12
2,886	263	9.33%	8.96%	-3.97%	47	301	15.61%	110	759	14
993	128	13.95%	12.02%	-13.84%	31	463	6.70%	86	871	9
3,045	281	10.06%	8.40%	-16.50%	23	207	11.11%	42	226	18
2,159	115	6.59%	4.16%	-36.87%	24	423	5.67%	107	931	11
986	70	9.20%	5.21%	-43.37%	19	147	12.93%	42	539	7
6,833	1,195	18.49%	16.65%	-9.95%	147	919	16.00%	23	292	7
7,066	931	13.98%	12.34%	-11.73%				423	2,060	20
1,258	143	6.91%	8.04%	16.35%	13			611	4,406	13
1,158	204	16.93%	18.52%	9.39%	15	188	6.91%			
9,479	744	8.11%	7.47%	-7.89%		93	16.13%	82	459	17
1,813	147	8.64%	7.71%	-10.76%			#DIV/0!			#C
8,897	1,123	12.23%	13.00%	6.30%			#DIV/0!			#C
2,692	225	14.55%	2.40%	-83.51%			#DIV/0!			#C
20,539	871	4.46%	4.03%	-9.64%	130	889	14.62%	60	410	14
7,011	16	0.22%	0.28%	27.27%	164	3,254	5.04%	262	6,381	4
4,075	18	0.39%	0.56%	43.59%			#DIV/0!			#C
1,500	173	9.49%	12.62%	32.98%	3	914	0.33%	4	883	0
1,033	301	27.81%	30.51%	9.71%	52	596	8.72%	13	101	12
					88	315	27.94%	49	189	25

Archive						
Test Name	Description	Start Date	End Date	Report	Innovations	VWO
AFF - Display - Windows RC - newwindows vs. 3-step	Split	01/11/17	01/30/17	Control Won		VWO »
MW - HVAC - iFrame: red button + "right here" text + no image	A/B	01/18/17	01/26/17	Control Won		VWO »
ALL - HSR - Smart Labels Form Style	Split	01/11/17	01/25/17	Variation Won	View here »	VWO »
AFF - Email - Windows RC - newwindows vs. 3-step	Split	01/11/17	01/26/17	Control Won	View here »	VWO »
AN - HSR - New Press Logo Bar	Swapped logos for real press logos from Modernize PR	12/16/16	12/30/16	Variation Won	View here »	VWO »



*I love, love, **love the clarity you have about the work that needs to be done.** You have a knack for going deep enough to clearly assess what is the work involved. I can 1000% confidently say - you have the **BEST** clarity on the work across the managers on the team. And the clarity is **very outcome-focused**, very clear on what the team needs to execute and where it falls within the crowd of asks and granularity eng. is thinking at.*

*Also, let me admire how on top of your team you are. **You're like the lifeline between the whole team**, constantly keeping tabs, checking in, making corrections. **I feel so connected to and real with the team because of you.** I am always getting feedback, I can course correct, fix my messaging, help out. I feel **a hundred times more productive because of the connect you make and the cover you provide.**"*

NEEHARIKA GUPTA, VCF UX ARCHITECT, DISTINGUISHED ENGINEER (AND HUMAN)

About me





Thank you

[EMAIL KAREN >](#)