Tammy Su

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CUSTOMER EXPERIENCE DESIGN EXECUTIVE SUMMARY

- **Customer experience design & strategy leader** w. Kellogg MBA/MS in Design Innovation; 10 years experience unearthing core insights and motivators to fuel vision-driven strategies that move the needle, crafting experiences that people love.
- **Led** Services CX Innovation, contributing to $2.5M growth for Signet *($8B jewelry retailer, 11 brands: Zales, Kay, Blue Nile +)*.
- **Architected** Signet's CX-driven Data & Personalization vision, contributing to $50M incremental revenue, presented to C-level & executive leadership, incorporated into the 2025 roadmap and guideline for $1.5M tech investment.
- **Designed** Apple's first journey map toolkit, collaborating w. 30+ key leaders, immediately implemented, presented to Retail SVP
- **Facilitated** 300+ workshops and taught 1000+ professionals in design thinking, earning average 10/10 instructor rating.

WORK EXPERIENCE

SIGNET JEWELERS, Dallas, TX (remote) *($8B global jewelry retailer w. 11 subsidiary brands: Zales, Kay, Blue Nile+)*
Customer Experience (CX) Strategy Lead   December 2022 - May 2024

- **Led CX innovation for entire Signet organization**, supporting portfolio contributing to $1.1B annual revenue. Defined enterprise vision and strategy for key company focus areas, spanning digital and in-store, impacting 2,800 stores and 27,000 employees.
- **Directed Jewelry Services CX Innovation project**. Executed 6 qualitative & quantitative research methods with 50+ users, engaged 9 teams and 25 stakeholders, yielding 6 pilots, cross-channel strategy integrated in 2025 roadmap, supporting $500M growth goal.
- **Architected CX-led enterprise CDP & Personalization transformation strategy**, spanning 11 brands and contributing to $50M incremental revenue and potential $500k consulting fee savings by streamlining processes and leveraging in house-expertise.
- **Pioneered CX brand partnerships** as a key advisor in Zales' brand transformation, targeting $10B market opportunity. Collaborated directly with 10+ Director & VP stakeholders, created master brand strategy book, in support of growing $1.4B annual revenue.
- **Elevated CX across Signet**. Self-initiated: built novel protocol for CX Persona market sizing and impact, used by 3 CX/Data teams; taught Powerpoint presentation and storytelling workshop to 35+ teammates resulting in an average 15 hours time saved per deck.

APPLE, INC, Cupertino, CA (remote)
MBA Intern - Customer Journey, Apple Retail   June 2021 - August 2021

- **Championed service design** as sole customer journey intern for the Apple Store, partnering with 30+ cross-functional stakeholders to architect essential tools to support a more holistic customer experience in 530 stores globally that drive $25B annual revenue.
- **Built Apple Retail's 1st journey map toolkit**, helping establish a unified, customer-centric North Star to align MarCom and 5+ retail teams on a connected user experience, collaborating with 30+ key leaders, presented to Retail SVP and immediately implemented.
- **Designed Apple Retail's 1st protocol** and template for competitive audits. Recognized gaps in process and proactively created and prototyped repeatable tools for capturing field insights, now used across the team for more consistent, actionable reporting.

DESIGNIT, Brooklyn, NY *(Global design firm delivering innovation solutions and training to drive transformation for Fortune 500 clients)*
Senior Service Designer   November 2018 - June 2020

- **Led high-impact service design projects** with budgets exceeding $500k for major clients (University of Georgia, LG Electronics, Medtronic). Top-rated design instructor, authoring curriculum taught to 1000+ professionals globally and key Fortune 500 clients.
- **Pioneered service design strategy** for U. of Georgia Foundation ($1.9B in assets), influencing experience for 300k alumni. Led research with 50+ alumni and 25+ stakeholders, defined 7 innovative pilots/focus areas, contributing to $49M fundraising growth.
- **Created and scaled** Service Design and Design Research courses, delivered in 10 countries, driving 23% revenue increase. Led training for 10+ major clients, incl. AT&T, MailChimp and Dept. of Homeland Security, with 10/10 average instructor rating.
- **Pivoted training business model** from in-person to remote during COVID-19, leading team of 5 in transition period, achieving return to profitability in 3 months' time, while launching and piloting new remote courses and taking on product manager role.

COOPER, New York, NY *(Pioneer design firm founded by Alan Cooper, "Father of Visual Basic", acquired by Designit in 2018)*
UX and Service Designer   April 2015 - November 2018

- **Shaped user experiences** as a designer and researcher at Cooper, a pioneer design firm celebrated for its industry-standard setting practices in goal-directed design, serving leading clients like BCG, Vonage, AARP, and T. Rowe Price.
- **Redesigned** the U.S. Pharmacopeia (FDA-mandated compendium for drug standards) online platform, integrating insights from 35+ user and stakeholder interviews, resulting in engagement of 1.5M monthly views and 4x increase in customer ratings.
- **Directed qualitative and quantitative user research** for major $420M electronics brand, conducting 15+ contextual interviews with custom card-sorting exercises and 100+ participant surveys, informing go/no-go strategy for OTT (over-the-top TV) streaming.
- **Architected organizational strategy**, user personas and future state journey maps for University of Connecticut's fundraising team, leading to a new internal creative agency, 5 new creative role hires, and an internal shift towards user-centered design practices.

PICMONIC, Phoenix, AZ *(Series A startup - visual mnemonic learning platform for medical & nursing education, acquired by TrueLearn in 2021)*
Product Lead   July 2013 - October 2014

- **Drove product as first in-house** UX designer and PM and hire #11 for ed-tech startup now serving 1.9M students, leading design website, desktop and mobile app. Supported marketing, strategy and HR; hired current Creative Director of 10 year tenure.
- **Launched first native iOS application,** leading UX design, user research and product roadmap, in collaboration with 6 offshore and in-house developers, now serving 1.8M users and a 4.9 App Store rating.

- **Produced UX/UI website design,** visuals and copywriting in 1-week turnaround time for website and social media campaign, partnering with marketing team to promote 50-school product tour.

EDUCATION

Kellogg School of Management, Northwestern University, Evanston, IL
MBA, MS Design Innovation (MMM Dual-Degree Program)   *June 2020 - June 2022*
- MMM Rasmussen Design and Innovation Scholar Award, Innovation and Design Association (IDEA) VP, GroupWork Dance Team
- Relevant Coursework: Technology Strategy, Advertising Strategy, Customer Analytics, Intro to Software Development
- Innovation Lab Clients: Southwest Airlines (post-COVID service design), MasterCard (small business Metaverse innovation)

Howard University College of Medicine, Washington, DC
MD, Doctor of Medicine - first year completed   *July 2012 - May 2013*
Cornell University, Ithaca, NY
BA, Biology - Neurobiology & Behavior   *August 2008 - May 2012*

INTERESTS

- **Calligraphy & Lettering**: commissioned calligraphy projects for local restaurant (*jooksingny.com*) and weddings (IG @tamcrafted)
- **Music**: 25+ years of piano, guitar, and voice; performed at several open mics/coffeehouses (*currently listening to: Noah Kahan*)
- **Yoga**: 200-hour RYT trained & certified, taught multiple NYC classes and corporate yoga workshops (*"Yoga to the Desk People"*)