

# TAMMY SU

Long Island City, NY | 732.598.9952 | [tammysu@gmail.com](mailto:tammysu@gmail.com)

## WORK EXPERIENCE

**SIGNET JEWELERS** *Leading global jewelry retailer with 11 subsidiary brands including Zales and Kay Jewelers* **New York, NY (Remote)**  
*Senior Strategist, Customer Experience Lead* *December 2022 – May 2024*

- Spearheaded CX brand partnerships, serving as key CX advisor to VPs in Zales brand transformation, pioneering new working model and leading multiple digital teams to create optimal working synergy and outputs.
- Architected enterprise strategy for Signet's CDP and Personalization pillar, leading cross-functional teams in identifying opportunities for innovation, integrating industry trends and emerging technology.
- Design lead for end-to-end research backed CX innovation efforts to create future vision for Services, a key Signet domain. Served as continued in-house SME to inform a variety of services-led digital applications.
- Drove continuous elevation and advocacy of CX across the business, defining and prototyping a repeatable protocol to quantify CX impact, promoting a culture of collaboration and excellence between CX and quantitative partners.

**APPLE, INC** **Cupertino, CA (Remote)**  
*MBA Intern – Customer Journey* *Summer 2021*

- Designed journey mapping toolkit implemented immediately across Apple Retail organization to help siloed teams collaborate with more efficiency to improve customer experience, setting broader example for service design excellence
- Provided creative leadership for 30+ stakeholders through user interviews and 4 workshops, prioritizing requirements from all parts of the organization to guide customer-centric journey toolkit design.

**DESIGNIT** *Global strategic design firm creating innovative solutions for businesses worldwide.* **Brooklyn, NY**  
*Senior Service Designer* *November 2018 – June 2020*

- Pivoted business model from in-person training to remote, leading and resourcing team of creative talent to deliver fully remote course within 1 month of COVID shutdown for expected return to profitability in 3 months.
- Created Service Design Immersive and Design Research courses to support training of 300+ professionals across 10 countries, contributing to a 23% increase in net revenue over 18 months.
- Facilitated corporate learning programs for 10+ clients including Thomson Reuters, TD Bank and MailChimp. Taught design thinking courses to 650+ professionals, with consistent 10/10 ratings.

*UX + Service Designer* *April 2015 - November 2018*

- Redesigned the US Pharmacopeia's online platform, prioritized needs from 35+ user and stakeholder interviews, leading to engagement of 1.5 MM monthly views and 4x increase in customer ratings.
- Directed qualitative and quantitative user research for major electronics brand; conducted 15+ contextual interviews and analyzed 100+ participant surveys, formed insights to create new TV streaming strategy.
- Architected organizational strategy, personas, and user journeys for University of Connecticut's fundraising team, leading to new internal creative agency and 5 new creative role hires.

**PICMONIC** *Innovative ed-tech platform leveraging visual and mnemonic techniques, joined at seed stage as 11<sup>th</sup> hire.* **Phoenix, AZ**  
*Product Manager and UX Designer* *July 2013 - October 2014*

- Launched the platform's first native iOS application, leading UX design, user research, and product timeline, collaborating with a team of 6 offshore and in-house developers, using Agile methodology, now with 1.8M users.
- Produced UX/UI website design, visuals, and copywriting in one-week turnaround time for website and social media campaign, partnering with marketing team to promote 50-school product tour.

## EDUCATION

**Kellogg School of Management at Northwestern University** **Evanston, IL**  
*MBA + MS in Design Innovation (MMM)* *June 2020 - June 2022*

- MMM Rasmussen Design and Innovation Scholar Award, Innovation and Design Association (IDEA) VP

**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*

## SKILLS & INTERESTS

**Skills:** Design Thinking, Strategic Thinking, Digital Transformation, Public Speaking, Stakeholder Management, Stakeholder Influence, Workshop Facilitation, Visual Storytelling, UI/UX Design, UX Research, Wireframing, Prototyping, Interface Sketching, Visual Design, Storyboarding, Illustration, Adobe CC, Sketch, Figma, Invision

**Interests:** Interior Design, Calligraphy (multiple commissioned projects), Tennis, F1, Yoga (200-hour certified instructor)