

JESSE HAYNES

Columbus, OH 43004 / 704.706.5264 / jesse@jessehaynes.com

SUMMARY

Accomplished and strategic User Experience & Product Management Leader with a proven track record of driving exceptional results in the retail e-commerce sector. With a deep understanding of user behavior and market trends, I have consistently delivered innovative solutions that elevate brand engagement, conversion rates, and customer satisfaction. My expertise in aligning business objectives with user needs has translated into successful product launches and roadmap executions. I am looking to bring leadership, data-driven insights, and passion for enhancing the customer journey to a dynamic, omni-channel retail e-commerce team.

EXPERIENCE

EXPRESS

Director, User Experience & Product Management

2020-2023

Columbus, OH

- Led the team throughout 2021, guiding Express to its most successful year in digital operations - outpacing all other channels - improving conversion by 10% and demand by 30%.
- Using consumer insights and user testing, led roadmap and vision creation and prioritization across all digital platforms - web, apps, and in-store experience - with experience design creation that met both business objectives and user needs. Redesigned our entire shopping funnel including Search, Product Listing, Product Detail, Cart, and Checkout.
- Relaunched the Express Loyalty platform resulting in increased spend and retention..
- Working with Analytics partners, developed comprehensive business cases outlining strategic e-commerce roadmap enhancements, encompassing market analysis, competitive landscape assessment, ROI projections, and alignment with overarching business objectives.
- Redefined the Product and SDLC process to help deliver the most meaningful enhancements with minimal budget.
- Created process and design philosophy standards that led to efficient and creative collaboration across all parts of the organization.
- Working with cross-functional partners, identified customer pain points along the journey, and prioritized enhancements while simultaneously exceeding business KPI targets.
- Created consistent Design Thinking methodology practices that informed all facets of the product roadmap - leading to prototype-level artifacts, validated with users.
- Presented to Executive Leadership on roadmap strategies and solutions throughout the process ensuring alignment.
- Led comprehensive Customer Journey Mapping sessions to fully understand customer sentiment along various touchpoints with the brand.
- Led a team of Product Managers, Design Managers, and Designers to execute against the aligned strategies across digital platforms.

Ascena Retail Group (Ann Taylor, Loft, Maurices, Justice, Lane Bryant, and Lou & Gray)

AVP, User Experience & Product Management

2017-2020

Columbus, OH

- Led an on and off-shore team to identify and prioritize new features and functionality for all twelve sites: - managing a \$19m budget.
- Created, led, and executed A/B testing teams to drive smart, validated decisions into the execution funnel.

- Strategically led the cross-channel execution of large projects like Buy Online Pick Up In Store and Loyalty Platform Redesign Resulting in 18% penetration of BOPIS orders.
- Led the transition from a waterfall to a SAFe Agile transformation resulting in faster speed to market and improved customer satisfaction.
- Developed and facilitated Design Thinking workshops throughout the organization - ranging in topics from org design to digital initiatives, to in-store experience solutions.
- Led a team of 25 and built an off-shore team in Bangalore to augment the team's capabilities in both design as well as A/B testing.

Director, User Experience & Product Management

2014-2017
Columbus, OH

- Lead and managed the platform migration for five brands onto a single Oracle ATG platform.
- Pioneered a User Experience Center of Excellence - servicing our multiple brands to deliver best in class experiences.
- Developed a holistic pattern library to leverage the enterprise code repository for seamless, consistent, and efficient.

Bed Bath & Beyond
Manager, User Experience
NJ

2012-2014
Union,

- Responsible for the overall strategy, planning, execution, and success of all customer-facing programs across all brands.
- Led the development of a mobile-first roadmap that included customer-focused experiences at each stage of the mobile customer journey.
- Created the first user experience practice consisting of designers and developers.
- Created and presented UX deliverables (wireframes, workflows, prototypes, etc.) to explain and negotiate design solutions to key stakeholders.

Lowe's Companies, Inc.
Senior Manager, User Experience & Interaction Design

2005-2012
Mooreville, NC

- Led a team of user experience managers, design managers, user experience architects, interaction designers, and production artists to deliver strategic, usable and compelling designs for critical programs to help differentiate Lowe's from its competitors.
- Led a culture of teamwork and data-driven decisions to support the delivery of user-centered designs. This led to an environment in which the team was encouraged and inspired to take risks and achieve creative excellence to become industry leaders.
- Led marketing, creative, and UX efforts around lifecycle capture to identify key demographics and build solutions and initiatives to reach relevant consumers. Created strategic marketing plans to capture and retain the lifecycle of these customers.

EDUCATION & CERTIFICATIONS

MS Coursework - UX Design
BS - Visual Communications
Certified SAFe Agilist
Certified SAFe Product Owner
Certified Usability Analyst (CUA)
Certified User Experience Analyst (CXA)
Contextual Inquiry & Design Training

Kent State University
Pensacola Christian College
Scaled Agile Inc.
Scaled Agile Inc.
Human Factors International
Human Factors International
InContext Design