

DONNA CLAIRE WILLIAMS

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UX leader with a blend of creative, managerial, product & technical expertise.

Results-oriented UX leader with consistent success in driving high-performance teams, surpassing business objectives and delighting customers. With an extensive two-decade track record, I've effectively directed teams and initiatives for global brands and diverse channels. I am a consensus builder, hands-on contributor, and collaborate seamlessly within teams, all while efficiently managing concurrent projects and aligning cross-functional priorities. My primary focus is data-backed solutions that optimize performance, streamline processes, cut operational expenses, and expand market share by pioneering innovative user experiences.

- UX Strategy & Design
- Design Thinking & Problem Solving
- Team Leadership & Mentoring
- Product & Project Management

VP, User Experience & Design.

Revantage, a Blackstone Company (revantage.com)

Mar 2021 – Present

My user-centric design approach has boosted satisfaction and engagement metrics for global partners in the Blackstone real estate ecosystem. I've launched innovative digital products and streamlined processes, reinforcing Revantage's reputation as a technology leader. Dedicated to excellence and strategic thinking, I strive for continuous design innovation to enhance the organization's digital landscape and experiences.

- Lead a high-performing team of UX designers, BI developers, and Agile/product professionals, fostering a user-centric design culture and driving digital transformation efforts.
- Provide technology and design leadership at a global level, shaping the future of technology products and advocating for customers and end users.
- Develop and execute a forward-thinking experience strategy aligned with overarching business objectives, ensuring cohesive and impactful solutions across the portfolio.
- Collaborate closely with technology teams to seamlessly integrate user-centric design principles into the development process, resulting in cutting-edge user experiences.
- Design and launch a partner engagement model and self-service portal, ensuring that customers are delighted and decisions are data-driven and user-centric.

Head of Creative & UX.

Enova International (enova.com)

Apr 2010 – Mar 2021

As a seasoned leader in creative strategy and user experience, I drove brand consistency across global channels. I managed cross-functional teams that delivered innovative solutions, optimizing processes for efficiency and quality. My expertise and contributions include implementing project management systems, championing user-centered design, and collaborating effectively with diverse stakeholders to execute strategic roadmaps.

- Led strategic development and creative expression, shaping global brand image and identity across channels and platforms, enhancing brand recognition and loyalty.

- Orchestrated cross-functional teams of digital designers, researchers, developers, and engineers, fostering a collaborative environment that fueled creativity and innovation, ensuring seamless delivery of solutions.
- Directed resource allocation, budgets, and schedules, focusing on meeting deadlines, optimizing processes, and enhancing overall efficiency and quality, streamlining workflows and maximizing productivity.
- Established and managed a comprehensive project intake and management system, implementing weekly KPI reporting and prioritization strategies, ensuring high project oversight and on-time deliverables.
- Championed product excellence, driving continuous improvement in user experience, usability, and accessibility, identifying opportunities for enhancement and differentiation in the market.

Creative Director.

BlueStar Energy (bluestarenergy.com)

June 2007 – Apr 2010

I brought a wealth of experience in navigating highly regulated environments while driving innovative and compliant creative strategies. My hands-on approach enabled me to lead projects from inception to successful completion, ensuring adherence to regulatory guidelines without compromising on creativity or quality. Collaborating closely with cross-functional teams, I played a key role in developing and maintaining brand consistency across various channels.

- Spearheaded creative strategy and execution in a highly regulated industry, directly contributing to innovative campaigns and brand experiences within compliance boundaries.
- Managed projects from concept to completion, ensuring compliance with regulatory guidelines and delivering high-quality creative solutions on time and within compliance standards.
- Collaborated with cross-functional teams to integrate design and marketing efforts, ensuring consistent and compliant brand messaging across digital and traditional channels.
- Led the design and development of visual assets and marketing campaigns, maintaining regulatory compliance while upholding brand consistency and relevance.
- Actively contributed to the creative process, providing hands-on design and content development expertise while ensuring brand awareness and adherence in all creative work.

Brand & Marketing Manager.

McNeese State University (mcneese.edu)

Nov 2004 – June 2007

I successfully developed and implemented comprehensive strategies to enhance the institution's visibility and reputation, even during the challenges posed by Hurricanes Katrina and Rita. My expertise in digital marketing campaigns resulted in increased student enrollment and engagement, while my oversight of marketing maintained brand standards and messaging. I consistently identified trends and opportunities to inform strategic decision-making.

- Developed and implemented comprehensive brand and marketing strategies to enhance the university's visibility and reputation, resulting in increased student enrollment and engagement.
- Managed cross-functional teams and collaborated with internal stakeholders to ensure brand consistency and alignment with university goals and values.
- Led digital marketing campaigns, including social media, email, and content marketing, to reach prospective students and alumni, achieving measurable results.
- Oversaw the creation of marketing materials, including brochures, websites, and advertisements, maintaining brand standards and messaging.
- Conducted market research and analyzed data to identify trends and opportunities, informing strategic decision-making and campaign optimization.

Human-Computer Interaction for User Experience Design
 Design Thinking: Creating Better User Experiences
 Bachelor of Science, Psychology (Behavioral Research)

MIT Computer Science & AI Lab, 2020
 Harvard Extension School, 2017
 McNeese State University, 2004