

Jeffrey Wharen

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SUMMARY

Creative, strategic and results-driven Human-Centered Design and UX leader with a successful track record of designing and measuring engaging experiences that create value. Die-hard passion for understanding people through research and leading teams to innovate, solving challenges, and elevating the impact of Human-Centered Design across organizations.

EXPERIENCE

Senior Lead, Experience Design & UX Research 2021 – Current
Capital One, McLean, VA

- Lead a team of UX Designers and UX Researchers to create customer-centric digital experiences that focus on the needs of Small Business owners and the Associates that support those customers.
- Reduced Capital One's Small Business Bank application process from 3 hours to 10 minutes by designing a digital application, saving Associates and customers time and money.
- Lead end-to-end journey mapping and servicing blueprinting to improve Associate efficiencies, remove blockers, and identify opportunities to test solutions.
- Facilitated frequent design sprints, design thinking workshops and ideation sessions to supercharge new innovative ideas and build prototypes for Associates and customers.

Associate Director, Experience Design 2020 – 2021
Guidehouse (formerly PWC), Washington, DC

- Built XD team and defined practice to serve commercial and federal clients such as Best Buy Health, Merck, Johnson & Johnson, Department of State, Department of Defense, CDC.
- Established Human-Centered Design approach and elevated its value across the organization.
- Managed and mentored team of 12 Experience Designers: Researchers, Strategists, Designers.

Senior Lead Experience Designer, Customer Experience & Innovation 2018 – 2020
Hilton Worldwide, McLean, VA

- Established human-centered design center of excellence and lead physical and digital product teams in solving hospitality challenges through design thinking and service design strategies.
- Lead research and discovery to identify key insights, themes, patterns and uncover opportunities that drive real customer and business value.
- Planned, implemented, and iterated lean concept experiments with customers (guests and hotel staff) for physical, service, and digital hypotheses.
- Facilitated frequent design thinking workshops and ideation sessions to drive, prioritize and prototype new innovative ideas.

Head of Experience Design

2017 – 2018

ATPCO, Dulles, VA

- Lead experience design strategy for end-to-end customer journey by facilitating customer research, ideation workshops, agile design sprints and executive stakeholder alignment.
- Managed redesign of responsive website, customer portal and applications portal resulting in 2x increase in leads, 10x increase in online engagement and 50% reduction in overall bounce rate.
- Created wireframes, prototypes and hi-fi visual designs for mobile and desktop products and features.

Director of Marketing & Customer Experience

2015 – 2017

Go Ape Treetop Adventure, Frederick, MD

- Part of senior leadership team, hired to build out team, onboard capabilities, set marketing strategy and oversee execution to achieve yearly growth plans. Lead team of 6 direct reports.
- Established foundation from the ground up including launching all acquisition channels (social media, email, SEO, SEM) and traditional marketing channels (trade shows, public relations, events, media).
- Championed strategic direction to the Board and investors. Managed annual budget of \$1.2M.

Senior Manager, Digital Strategy

2011 – 2015

Asurion, Sterling, VA

- Designed digital experiences across customer journey to increase engagement, online growth, digital product usage, subscriber upgrades and revenue for Asurion's Fortune 500 clients.
- Designed micro sites, customer portals, websites, marketing emails, banner ads and social media assets for clients including Amazon, DirecTV, Target, Walmart, Verizon, AT&T, Sprint and Samsung.
- Redesigned global consumer-facing claim process and customer portal resulting in cutting inbound call center volume by 50%, saving over \$2.6M annually.

Senior Manager, Digital Strategy (2008 – 2011)

2003 – 2011

Content Manager (2006 – 2008)**Content Editor (2003 – 2006)**

AOL Huffington Post Media Group, Dulles, VA

- Designed digital products and created online content programs to drive engagement and conversion for AOL Huffington Post businesses.
- Developed strategic partnership program resulting in 2MM incremental unique visitors by building content marketing relationships with CNN, National Geographic, Lonely Planet and Conde Nast.
- Designed and built dynamic email newsletter CMS to streamline content programming, increasing send rate by 500% and cutting programming time by 50%. The CMS was scaled across the entire AOL Media group.
- Optimized engagement for AOL eCommerce businesses by analyzing key metrics and leading team of designers to make site design changes resulting in a combined incremental revenue lift of \$4MM.

English Language Instructor

1999 – 2003

Woo Song University, Daejeon, South Korea

- Taught all levels of English conversation, reading, writing to Korean undergraduate students.

EDUCATION & PROFESSIONAL DEVELOPMENT

Scrum Master Certified (SMC)

Scrum Alliance, 2020

Nielson Norman Group (NNG) UX Certified

Professional Certification Program, 2019

MIT Sloan School of Management

Design Thinking Certificate Program, 2019

Dickinson College, Carlisle, PA

BA, Double Major, Philosophy and French, 1999

Awarded Dana Internship for Academic Achievement

French Teaching Assistant