

# Georgette Sullivan

Senior Product Design  
Leader and Manager

georgettesullivan.com  
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913-271-6664  
Round Rock, TX

## Leadership Skills:

Team Builder  
Collaborator  
Critical Thinker  
Mentor/Leader  
Communicator

## Research Capabilities:

User Research  
Persona  
Journey Mapping  
Workflows  
Mental Models

## Design Processes:

Inclusive Design  
Systems Thinking  
Service Design  
Sketching and Storyboarding  
Design Systems  
Simplifying Complexity

## Team Process:

Whole Team Collaboration  
Human-Centered Design  
Workshop Facilitation  
Design Thinking  
Storyteller  
Agile/Lean UX/SAFe

## Profile

I am a human-centered product design leader with over 20 years of experience building and leading high functioning teams. I have a passion for humans and their experiences navigating the world. I have a proven track record of turning complexity into inclusive solutions that solve human problems. I follow a whole team radically collaborative product development process.

## Experience

### Senior UX Manager

CDK Global | Austin, TX | June 2019 to Current

- Lead and managed a 12 person design system team through a 1-year project to replace the company's failing design system. The new design system strategy is based on best practices, is WCAG 2.1 AA compliant and bridges the knowledge gap between designer and developer.
- Product manager of two front-end internal products used to deliver a unified experience. Responsible for writing stories, acceptance criteria, definition of done, and maintaining a prioritized roadmap to meet adopting product teams' business timelines for feature functionality.
- Program manager of the CDK's Design, Research, and Analytics Operations that is responsible for defining the craft, and processes of product user research and design. The DesOps team facilitates Design Thinking workshops, maintaining tools and helping teams.

### UX Architect

Cox Automotive | Austin, TX | Aug 2018 to June 2019

- Evangelized a human-centered product development process by building collaborative relationships across three product teams, multiple subject matter experts, and stakeholders so that all decision-makers understand and empathize with real-world users and their experiences.
- Introduced user research methods such as personas, persona family, journey maps, team empathy map workshops, usability, and design testing to ensure that product features were useful, usable, and desirable.
- Lead the cross-functional teams through a transformation from feature/technology-driven product development to a human-centered development using personas, journey maps, and Storytelling.

### Director of Product Design

Compeat Inc | Austin, TX | April 2018 to July 2018

- Lead the product teams through the transition of the industry-leading accounting product from thick client to SaaS product.
- Directed the work of the design team working on five parallel products so that work was prioritized and delivered to development so that client promised deadlines were maintained.

### Senior UX Design Manager

IBM | Austin, TX | Aug 2014 to April 2018

- Built and led high functioning product teams through the definition and design of products that were useful and usable for users, business viable, and technically feasible. The resulting products save users time, reduced

## Education

### Master of Arts in Interaction Design

University of Kansas  
May 2011

### Bachelor of Arts in Graphic Design

Kansas Wesleyan University  
June 1993

## Awards

### Strategic Acceleration Award

Cox Automotive  
2018

### Business Technology Leadership Award

IBM  
2016

### Teamwork Award for Watson for Drug Discovery Release

IBM  
2015

### First Place Team Design

Kansas City Design Week  
2009

## Speaking

### D2W: Designer/Developer Workflow Conference

Strategies for Improving the Product Development Process  
2013

### UXPA Austin

Design Thinking in 90 minutes  
2015

### UXPA Austin

Design Portfolio Panel from a Hiring Managers Perspective  
2016

infrastructure and support costs, and increased application engagement/sales.

- Translating complex data science and machine learning processes into an experience that a non-technical user can use to achieve similar, repeatable results from their own data.
- Lead design strategy by evaluating billion-dollar competitive products and markets, interviewing stakeholders, and users to validate the market viability of product concepts before investing millions of dollars and years to take a concept to market.
- Directed the product design of Watson for Patient Safety so that consistency and accuracy of adverse events processing went from weeks to days and users-built trust in machine learning and natural languages technologies over time.
- Lead the redesign of Watson for Drug Discovery that reduced gene discovery from 18 months to 2 weeks and enabled microbiologists to complete their work without dependencies.

### Senior Interaction and Visual Designer

Dell | Round Rock, TX | Aug 2011 to Aug 2014

- Partnering with product teams to design solutions that demystify and simplify the complexity of managing and maintaining IT Infrastructure, Thin Clients, and Servers.
- Managing the discovery phase and creative process to ensure that scrum teams are supported with the design direction and user testing during implementation.
- Discovered product workflow failures during user research that proved the value of human-centered design. This influenced the executive team to adopt human-centered design across the business unit.
- Collaborated across divisions to create Dell's product design system which included design principles, guidelines, examples, and code.

### eCommerce Web Designer II

Sprint | Overland Park, KS | Oct 2007 to Aug 2011

Worked with business owners to create design solutions that maintain a consistent user experience and corporate brand across all telecom touchpoints.

- Collaborated with cross-functional teams to translate business and user requirements into workflows, wireframes, and high fidelity compositions.
- Visual design leader during the redesign of sprint.com responsible for ensuring the visual strategy was authentic to the brand.
- Responsible for collaborating across the team to translate business and shoppers' needs into workflows, wireframes, and visual designs that removed complexity barriers.
- Lead the visual redesign of the e-commerce consumer experience

## Academic Positions

### Associate Professor of User Experience

Austin Community College | Austin, TX | Summer 2015 to June 2020

- Teaching *Introductory to User Experience* and *Portfolio Design* courses so that students grow in their design practice and prepare for a career.
- Coach students on the practice of design and how to build a career.