

Wendy Fromm

SPECIALIZING IN THE SWEET SPOT WHERE BUSINESS, TECHNOLOGY, AND USERS MEET

ST. LOUIS, MO • wendy@specifity.com

Expert Strategist, Innovator, and Leader who's launched products, user experience (UX) practices, and design systems for corporations across continents and industries. Passionate about advocating for end-users. Known for taking on new or floundering products and rocketing them to success. A consummate learner who motivates and inspires teams to go farther together. MA – Computer Resources and Information Management. Select accomplishments and certifications:

- **Initiative that Transforms** – Concerned about the high cost of technology versus low user adoption, resurrected a multi-channel, best-practices training program that grew to 15 times its original size, served a sales force of 15,000+, and increased adoption rates by 40%
- **Insight that Counts** – Designed and developed the branded, enterprise eCommerce portal of the nation's leading corporate mover; identified, converted, and presented over six mission-critical applications under one, single-sign-on roof; increased closing ratios by 50% the first year to the delight of a demanding user community: the company's owner-agents
- **Certifications that Matter** – Usability Analyst (CUA) and User Experience Analyst (CXA)

A CAREER OF CONNECTING BUSINESS + TECHNOLOGY + CUSTOMER TO CREATE WINS FOR ALL

Edward Jones (Financial Services), St. Louis, MO

2019 - Present

Strategist, User Experience

- Articulate the vision and long-term strategy of the web and mobile experience used by 4.5M clients and prospects; set the outcomes, measures, and reporting cadences, and tell the story through the eyes of target users via combined customer journeys and service blueprints that prove we possess the technical capabilities to deliver a tailored solution for each client segment
- Drive change and continuous improvement by monitoring and reporting the competitor landscape, sharing trends and rankings alongside direct customer feedback, connecting all channels to leaders who prioritize the opportunities into their respective portfolios and roadmaps
- Crafted the end-to-end banking experience with vendor partner, US Bank, accelerating decisions by giving stakeholders early access to designs; also set the campaign strategy and timeline of client-facing communications during various launch phases
- Established Galaxia, the unified design system of the digital client experience, advocating for the consistency and expansion of the component library used by over 100 web and mobile engineers

Specifity (Consultancy/Agency), Dallas, TX

2017 - 2019

Owner/Founder, Strategy Consultant

- Positioned a full-service systems integrator for digital success by establishing their social media presence and onboarding them to a new social media management platform
- Revamped the brand identity of a local construction company as they relocated to North Dallas; created a new look for their print and digital assets all the way to their fleet of vehicles

Hilti (Manufacturing/Engineering), Plano, TX and Schaan, Liechtenstein

2015 - 2017

User Experience and Product Manager - Global Application Software

- Evangelized and onboarded the Global Application Software startup to user-centered, design-thinking principles and a new development process which emphasized early-stage UX
- Set the go-to-market strategy and facilitated ideation session with customers, influencers, and stakeholders worldwide to validate the value proposition and test an upcoming product

Wells Fargo Advisors (Banking and Financial Services), St. Louis, MO

2007 - 2015

Program Manager, Product Manager, and Lead UX Analyst - Innovation and Strategy Group

- Managed the development and delivery of every major release for the firm's critical, third-party CRM solution; represented the "voice of the customer"; doubled adoption rates and lead 1,000s of advisors to leave their boxed software in favor of this integrated product

Express Scripts, Inc. (Pharmaceuticals/Healthcare), Maryland Heights, MO

2005 - 2006

User Experience Strategy Consultant - Information Technology, Customer Support Systems

- Charted the course of User Experience for this co-located, Fortune 100 firm; instituted a human-centered approach to the development of the firm's technology platform; turned skeptics into champions; mentored an associate who certified her skills and became my successor

DEMONSTRATED EXCELLENCE IN CONTINUING EDUCATION AND PROFESSIONAL DEVELOPMENT

EDUCATION

Webster University, Webster Groves, MO

Master of Arts - Computer Resources and Information Management

University of Central Oklahoma, Edmond, OK

Bachelor of Arts - Journalism/Marketing; Minor: Biology; Emphasis: German

SKILLS/METHODOLOGIES/TOOLS

Adobe CC, Agile (Lean, Scrum, Kanban, SAFe), Aha, Confluence, Figma, Jira, Microsoft Office 365, etc.

PORTFOLIO AND EXPANDED PROFILE

<https://www.specifity.com/> | <https://www.linkedin.com/in/wendyfromm/>