

HEATHER RENEE BUCHANAN

954.465.4959 | hbuchanan@gmail.com | www.hbuchanan.com

PROFESSIONAL SUMMARY

A seasoned senior leader in user experience (UX) design with nearly 10 years of experience specializing in crafting customer-centric solutions across various industries including banking, financial services, insurance, and utilities, supporting e-commerce, B2B & B2C marketing, software product development, and enterprise platform development. Seeking to leverage expertise in a stakeholder-facing role, facilitating leadership ideation sessions utilizing design thinking to inform and drive business objectives for multimillion-dollar transformation projects, executing through Agile methodologies.

EXPERIENCE

Senior Consultant, Customer Experience Strategist | Sagepath Reply, Atlanta, GA — Sept. 2021 - Present

- Lead discovery exercises to develop customer experience (CX) strategies aligned with business objectives and define optimized customer experiences through cross-functional business process maps, presenting to senior and executive levels of leadership.
- Leveraged operational and experience feedback data (quantitative & qualitative), such as Net Promoter Score (NPS), Customer Satisfaction Ratings (CSAT), and Customer Effort Scores (CES), to inform the prioritization of initiatives.
- Develop deep understanding of users through research, creating personas, user scenarios, and journey mapping, consistently advocating as the voice of the customer.

Principal UX Designer | NextEra Energy, Juno Beach, FL — July 2019 - Sept. 2021

- Guided user experience (UX) process through multi-year initiative, defining user experience (UX) architecture and persona-based designs through research for the nuclear business unit's work management platform, NextEra One (NEO) containing 9 applications to achieve 23MM in cost savings.
- Led and coached a team of 9 UX/UI designers across 8 work streams, leveraging an enterprise UI design system, and working collaboratively with product owners, data scientists, development engineers, and subject matter experts to align and execute delivery.

Lead UX Designer & Content Strategist | Vertafore, Atlanta, GA — Oct. 2017 - July 2019

- Lead user experience (UX) designer for enterprise document management and workflow solution, facilitated research to inform the development of SaaS application.
- Established design ops process to effectively work with product manager, product owners, and scrum masters in SAFe agile practices, delivering 100% of UX/UI commitments during the 2018 program increment schedule.

UX Design Lead | Sagepath, Atlanta, GA — June 2016 - Oct. 2017

- Client-facing, cross-functional design lead in digital experience agency providing end-to-end engagement support, from client kick-off, strategic planning, interviews, surveys, site visits, and competitive audits to customer journeys, information architecture, sitemaps, task flows, web and mobile wireframes, UI design systems, accessibility standards, usability testing, and development-ready prototypes and assets.

Professor of Graphic Design | Savannah College of Art & Design, Atlanta, GA – Sept. 2008 - Mar. 2016

- Guided hundreds of students through complex design projects using design thinking, from user-center research and strategic planning to digital implementation techniques of digital and print bound deliverables in undergraduate and graduate level courses.

EDUCATION

- Master of Fine Arts, Graphic Design | Miami International University, Miami, FL | 2005
- Bachelor of Science, Graphic Design | The Art Institute of Ft. Lauderdale, FL | 2002

SKILLS

- Communication, active listening, integrity, leadership, empathy, critical thinking, problem-solving, and collaboration.
- Microsoft 365, Sketch, Figma, Adobe Creative Suite, JIRA, Scaled Agile Framework (SAFe)

CERTIFICATIONS

- Generative AI Certification | Microsoft & LinkedIn Learning, Online — 2024
- Customer Experience Professionals Association (CXPA) Member | Certified Customer Experience Professional (CCXP) | Issued March 2023- Exp. March 2025; Credential ID 000-3014

AWARDS & ACCOLADES

- Employee of the Month, Sagepath Reply, March 2022
- Awarded NextEra Energy's 2021 CIO Award
- Winner of NextEra Energy's 2021 HackWeek Challenge
- Winner of Vertafore's 2018 AI/ML Challenge