

CHANCE BLISS

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JOB EXPERIENCE

Director, Design Studio

Haleon (GSK)

Jun 2022 to present

Warren, New Jersey

As a Director of Design, I lead global design operations, coach and support product teams in human-centric design methodologies, and manage a team of UX researchers and designers while overseeing external creative and development agency partnerships.

Responsibilities:

- Coaching, training and supporting product teams on human-centric design, design thinking and design sprint principles and frameworks
- Managing global design operations and tooling
- Managing a global team of UX researchers and designers
- Managing external creative and design agency engagements across global and local initiatives

Brands: Sensodyne, Centrum, Theraflu, and Voltaren

Digital Innovation Product Director

GSK

Warren, New Jersey

Nov 2018 – Jun 2022

As a Director of User Experience, I led user research and design efforts, managed agency operations, provided coaching and training in product management and agile methodologies, and oversaw various digital initiatives.

Responsibilities:

- Product strategy, design, and development
- User research, user experience, and user interface design
- Manage agency operations and processes
- Product management, agile, and user experience coaching and training

Brand and Projects: MyQuit (Nicorette) Mobile App, Theraflu Flu Test Mobile App, Flonase Allergy Tracker and Prediction, Web and Mobile Framework, and GSK Brand Marketing Campaign Platform

Vice President, User Experience

iMedia Inc.

Boonton, New Jersey

Nov 2014 - Apr 2018

As a Vice President of User Experience, I was an account and team manager, provided strategic leadership in user experience design, streamlined agency operations, and successfully secured new business opportunities.

Responsibilities:

- Account manager and team manager
- Strategy and user experience design lead
- Manage agency operations and processes
- New business pitches and proposals

Clients: AdvantageCare Physicians, Berlitz, Carnegie Hall, Crestron, Emblem Health, Ohaus, Sharp USA and Susan G. Komen

Director, User Experience

Sullivan

New York, New York

Sep 2010 - Nov 2014

Lead information architecture and user experience designer for all client projects including web, mobile and advertising. Grew digital business revenue by a factor of 10 in 24 months.

Responsibilities:

- Team leader and manager
- Information architecture, content strategy, and user experience design
- New business pitches and proposals

Clients: American Express, Blackrock, Broadridge, Charles Schwab, Columbia Management, Duke University, LinkedIn, Merrill Lynch, New York University, Pershing, Tradeweb and WebMB

Director, Product Management

DigitalGrit

Boonton, New Jersey

May 2006 - Sep 2010

Lead product manager for DigitalGrit's SEM, SEO, display advertising and email marketing campaign management, tracking, analytics and reporting platforms. Combined platforms supported over \$200 million + in client revenue.

Responsibilities:

- Team leader and manager
- Information architecture, content strategy, and user experience design
- Product roadmaps, requirements, specifications and budgets

Clients: AutoNation, Consumer Reports, K12, Kaplan University and Intuit

Director of Product Management

Audible.com

Newark, New Jersey

Oct 2004 - May 2006

Lead product manager for Audible's e-commerce website including subscription services, offers and promotions, editorial content, in-site search, audio download and shopping cart. Supported over 250,000 subscribers with \$90 million + in revenue.

Responsibilities:

- Information architecture, content strategy, and user experience design
- Product roadmaps, requirements, specifications and budgets
- User research and testing

EDUCATION

School of Global Management (Thunderbird)

MBA, International Business

Phoenix, Arizona

University of California San Diego

BA, International Politics

San Diego, California

SKILLS

- **Design:** Product Design, Design Thinking, Design Sprints, and User-Centered Design
- **UX Design:** Information architecture, content strategy, wireframing, rapid prototyping, design libraries and systems
- **UX Research:** Qualitative and quantitative research and analysis, user testing and analysis, usability testing and analysis, A/B testing and analysis, user personas and journeys, and service mapping and design
- **Tools:** Axure, Discuss.io, Dovetail, Figma, Google Analytics, Hotjar, Invision, Miro, Mural, Sketch, and Usertesting.com