

GRETCHEN ATWOOD

I build teams who find business opportunities and design products that delight users and drive organizational success.

WORK EXPERIENCE

Head of UX Research

Sigma Computing (Feb 2020 - Current)

- Identified which business (non-technical) user segments would be most promising for the Sales team to build programs for
- Created dept-specific DIY analytics experience for marketers to demonstrate Sigma's value. It increased free trial signups 5X
- Through fast, iterative design & testing we upgraded major components including Workbooks, Visualizations, Lookups, etc.
- Grew user research panel from 0 to 450 participants
- Operationalized quick usability cycles and introduced new tools and methods to serve Product, Design, and Engineering needs

Sr. Director, UX Design & Research

Pac-12 Networks (2012 - 2019)

- IDed game pages as biggest opportunity for driving traffic from Google (+15%) & TV provider sign-ups
- Revamped web, apps, and social media around game content to increase traffic, viewership, and fan engagement
- Boosted same-day football ticket sales for Pac-12 schools with opportunistic programmable modules
- Worked with content teams to maximize use of social media
- Ran weekly research insights meetings that the President of the company called his most useful meeting of his week

Design Manager & UX Lead

Yahoo!, Razorfish, Consultant (1999 - 2012)

- Oversaw redesigns of Yahoo! Sports, News, Finance, Health
- Led redesign of Y! Fantasy Sports that drove \$1MM more purchases of freemium upsells year-over-year
- Designed Nike's first large-scale ecommerce site and the first iteration of their shoe customization tool, Nike ID
- Developed an internal asset management and notification system for Thomas Weisel Partners (financial services)
- Led UX design of Serena Software's project management tools
- Created a CMS that enabled Wineshopper to manage all inventory and related alcohol sales regulations

(415) 305-2704

gretchenatwood@gmail.com

www.gretchenatwood.com

SKILLS

UX & Product Strategy

UX Design

UX Management

UX Research

Team Building

Product Development

Ideation & Brainstorming

Content Development

Collaboration

Communication

Presentation

INDUSTRIES, VERTICALS, ETC.

Apps

SaaS

Software

Websites

FinTech

Healthcare

Entertainment

Media/Television

Streaming Platforms

Ecommerce

Startups

Agencies

BOOK

"Lost Champions: Four Men, Two Teams, and the

Breaking of Pro Football's Color Line"

Bloomsbury USA, 2016

EDUCATION

B.A. International Relations

Stanford University