

# GRETCHEN ATWOOD

Design, Research, Strategy

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## LEADERSHIP EXPERIENCE

Company	Title	Time
Sigma Computing	Head of UX Research	2020-2022
Pac-12 Networks	Sr. Director, Design & Research	2012-2019
Yahoo!	Design Manager	2002-2006
Red Sky Interactive	UX/IA Manager	1999-2001

## ACCOMPLISHMENTS

### Sigma Computing (2020-2022)

- Started & operationalized UX research at Sigma
- Identified which business (non-technical) user segments (ICPs) would be most promising for the Sales team to build programs for
- Created ICP-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 product components including Workbooks, Visualizations, Lookups
- Introduced PM-led usability cycles and added new tools and methods to serve Product, Design, and Engineering needs

### Pac-12 Networks (2012-2019)

- Was 1<sup>st</sup> design hire and built department & processes from scratch
- 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
- Collaborated with Content teams to create & deliver asset templates

### Yahoo!, Razorfish, Red Sky Interactive, Consultant (1999 - 2012)

- Oversaw redesigns of Yahoo! Sports, News, Finance, Health, Travel
- Led redesign of Y! Fantasy Sports that drove \$1MM more revenue YoY
- Redesigned entire digital experience of Seattle Children's Hospital
- Designed Nike's first large-scale ecommerce site
- Created CMS for Wineshopper and Thomas Weisel Partners

## SKILLS & TOOLS

UX & Product Strategy

UX Design

UX Management

UX Research

Team Building

Product Development

Ideation & Brainstorming

Content Development

Collaboration

Communication

Presentation

Figma

Adobe Creative Suite

User Testing

Maze.co & more

## INDUSTRIES & VERTICALS, ETC.

Apps

SaaS, PaaS

Software

Websites

FinTech

HealthTech

Entertainment

Media/Television

Streaming Platforms

Ecommerce

Startups

Agencies

## EDUCATION

B.A. International Relations

Stanford University