

# GRETCHEN ATWOOD

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## WORK SUMMARY

<b>Sagewell Financial</b>    2022-2023 Design & Research Lead	Retirement Financial Management Tools (web, apps, rapid interactive prototypes)
<b>Sigma Computing</b>    2020-2022 Head of Research & Insights	Data Analytics Platform for non-technical business users
<b>Pac-12 Networks</b>    2012-2019 Sr. Director, UX Design & Research	College Sports TV & Streaming Platform (apps, web, streaming tools, social media)
<b>Consulting &amp; Razorfish</b>    2006-2011 Design Lead	Wells Fargo, Intuit, Nike, Visa, Thomas Weisel Partners, and more
<b>Yahoo!</b>    2002-2006 Design Manager	Ran design department for Y! Media vertical (Finance, Sports, News, Health, Games)

## SKILLS & TOOLS

UX Strategy  
Product Strategy  
UX Design  
Design Management  
User Research  
Usability  
Rapid Prototyping  
Concept Testing  
Wireframes  
User Journeys  
Workflows  
Product Development  
Agile Development  
Ideation & Brainstorming  
Collaboration  
Communication  
Presentation  
Data Analysis  
B2B, B2C, B2B2C  
Figma  
Sketch  
Invision  
Adobe Creative Suite  
UserTesting.com  
Maze  
Sigma  
R (some)  
Python (some)  
Tableau (some)

## ACCOMPLISHMENTS MANY JOB DESCRIPTIONS WANT TO SEE

Desired Skills	Examples
<ul style="list-style-type: none"><li>UX Strategy</li><li>Deliver UX Experiences Across Product Teams</li></ul>	(Yahoo!) Used UX Research to determine product direction for many key products: Fantasy Sports (increased revenue by \$1MM), Y! Travel (increased advertising/sponsorships), Y! Finance, Y! Health, Y! Games
<ul style="list-style-type: none"><li>Thought Leadership</li><li>Senior Staff Influence</li></ul>	(Pac-12 Networks) Started and ran weekly insights meetings for senior staff that directly impacted content, programming, and marketing decisions. Shared reports company-wide. President called it “the most important meeting of my week”
<ul style="list-style-type: none"><li>Deep Understanding of User Needs</li></ul>	(Sigma Computing) Determined key data analytics use cases for marketers, created hands-on example that increased top of funnel interest by 30%
<ul style="list-style-type: none"><li>Collaborate Across Teams</li></ul>	(Sigma Computing) Created PM-led rapid usability process. (I’m also a formally trained scrummaster.)
<ul style="list-style-type: none"><li>Transform Insights Into Business Opportunities</li></ul>	(Sagewell Financial) Through surveys saw wide range of what people would pay for retirement services. So we then increased price \$10 → \$20 with little drop off in conversions.  (Pac-12 Networks) Saw when/where traffic to football tix pages spiked on school sites. Created automated tix modules, deployed strategically. Increased online ticket sales 15%
<ul style="list-style-type: none"><li>Deliver Measurable Outcomes</li></ul>	(Pac-12 Networks) Redesigned Event Pages to promote “How to Watch” flows that drove 10X leads to tv provider partners
<ul style="list-style-type: none"><li>User Research Methodologies &amp; Tools</li><li>Rapid Ideation Tools</li></ul>	Surveys, Interviews → ID Ideal Customer Profiles (Sigma) Surveys, Interviews → Use Cases, Personas (Sagewell, Yahoo!) Rapid Prototyping, Concept Testing, Usability Studies (Sigma) Cardsorting, Collaborative Design (Pac-12)  Figma, Invision, Sketch, Adobe Creative Suite, Maze.com, UserTesting.com, WVO (A/B testing) and more

## EDUCATION

Stanford University  
BA, International Relations

## PUBLICATIONS

[“Lost Champions: Four Men, Two Teams, and the Breaking of Pro Football’s Color Line”](#)  
Bloomsbury USA, 2016.