

GRETCHEN ATWOOD

Design, Research, Strategy

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LEADERSHIP EXPERIENCE

Company	Title	Reports
Red Sky Interactive	IA Manager	4
Yahoo!	Design Manager	10-12
Pac-12 Networks	Sr. Director, Design & Research	4
Sigma Computing	Head of UX Research	2

ACCOMPLISHMENTS

Sigma Computing (2020-2022)

- 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.
- Operationalized quick usability cycles and introduced new tools and methods to serve Product, Design, and Engineering needs

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

Yahoo!, Razorfish, Consultant (1999 - 2012)

- Oversaw redesigns of Yahoo! Sports, News, Finance, Health
- Led redesign of Y! Fantasy Sports that drove \$1MM more revenue YoY
- Designed Nike's first large-scale ecommerce site
- Created an asset management system for Wineshopper and Thomas Weisel Partners
- Redesigned Serena's Software's project management software

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

HealthTech

Entertainment

Media/Television

Streaming Platforms

Ecommerce

Startups

Agencies

BOOK

"Lost Champions: Four Men, Two Teams, and the Breaking of Pro Football's Color Line"

EDUCATION

B.A. International Relations

Stanford University