



Eniola Oluwole

Experience Lead for Digital Marketing & eBusiness

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SUMMARY

I have 15 years of experience leading the user experience of online and eBusiness solutions. Leading start-ups and Fortune 100 clients I use a creative but results oriented work process while leading a team of business stakeholders, design, and technical resources.

KEY SKILLS

- User Experience design and Online Team Management
- eBusiness/eCommerce Solution Definition & Design
- Customer Analytics and Click-through Optimization
- Program Management & Report outs
- Agency and Vendor Management
- Visual Design and Technical Architecture

EDUCATION

Savannah College of Art and Design: **Masters of Arts Degree in Interactive Design and Development**

University of Massachusetts at Dartmouth: **Bachelors of Fine Arts Degree in Visual Design**

PROFESSIONAL EXPERIENCE

Analog Devices, eBusiness Program Manager, 4/2011-Present

Semiconductor

- Definition of online user experience for .com/marketing services, and their performance metric uplift through experience optimization
- Creation of voice of the customer, usability/concept testing, and year over year website benchmarking programs
- Responsible for the execution of online product line marketing (from concept to implementation)
- Identification of online priorities and programs for input into online fiscal year budget
- Management of agency/online vendors and deliverables

Isobar / Molecular, User Experience Lead, 6/08-4/2011

Digital Marketing Agency – Consumer Retail and Finance Focus

- Management and creation of digital marketing concepts / eBusiness strategies for web based programs
- Oversaw research, solution architecture, wireframes, storyboards, and other user experience deliverables
- Defined the user experience strategy and presented platform at both the project and executive level
- Set project scope, resource estimates, project plan and client deliverables
- Managed project resources teams of up to seven and responsible for direct report career development
- Agency lead for AIG, Reebok, Nokia, Great-West, ACE Insurance

EMC Consulting, User Experience Architect, 2/06 – 6/08

Web and IT Agency/Consultancy – B2B, B2B2C

- Lead client user experience, visual design, and user interface development efforts
- Selection of project team makeup and provided internal user experience oversight
- Management of user experience project budgets and contract obligations
- Account management and issue resolution for user experience lead engagements
- Ongoing development of user experience staff, deliverables, and standards
- Consultancy lead for Paychex, BrooksSoftware, Janus Funds, CVS Caremark

CellExchange, Design & User Interface Lead, 10/04-2/06

Web and IT Consultancy – Department of Defense and Government Focus

- Ownership of user experience for web application projects including; overall user research, requirements definition, persona design, visual design, information architecture, usability testing
- Lead development teams through requirements and interactive design specifications
- Product planning, and requirements elicitation from executive sponsors and stakeholders

Inflexion, Design Project Manager, 9/01-10/04

Digital Marketing Agency – Healthcare/Life-science Focus



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- Lead digital design defining initial concept and day to day creative team deliverables
- Overall delivery project manager for digital projects coordinating internal and vendor design activities
- Developed in-house user experience processes and best practices to reduce development time, increase operational efficiency, and client satisfaction
- Established in-house interactive group through business case definition

Landmark Technology Partners, Sr. Designer, 6/99-6/01

Financial design and development startup

- Visual and interactive design lead for financial web applications
- Hands on design and development of website user interfaces
- Ongoing day-to-day management of junior design resources

Five26 Design, Principal, 12/96-6/99

Interactive design and development boutique

- Primary visual and interactive designer for digital solutions
- Project management of client accounts and day-to-day guidance of developers, graphic, and interactive designers
- Responsible for business development, SOWs, and project scoping
- Designed and developed application architectures for client web projects

Highlights

- **For Nokia.com, Fidelity and Reebok I lead the redesign of their online user experiences.** By using a user centered design process focused on business goals I lead the redesign of these web properties. By setting user experience goals and engaging in global customer research I moved these brands through goal setting, requirement definition, creative concept, wireframe design, visual design, and implementation process. The end results for these companies were re-envisioned that not only effectively communicated the company brand but performed as a successful ecommerce channels.
- **For Health Dialog, US NAVY, and the US Command Surgeons Generals Office I facilitated their long term product strategy, while tactical planning the user experience.** Through stakeholder workshops I defined solution roadmaps then developed product features and use cases. To create buy-in I lead the development of high fidelity prototypes to communicate the concepts vision, goals and feature set. This allowed the creation of long term strategic product and organizational budgetary plans and business alignment. These activities proved both significant financial savings through early definition, and project actualization through internal socialization and buy-in.
- **For Great-West, PayChex and Brooks Software I defined the user experience strategy and user interface architecture for their future product platforms and product suite of web applications.** Key best practices like user centered design; web standards, data analytics, user research, and competitive analysis were used to develop in-house user experience baselines and processes. By developing design tools like user interface libraries and patterns the solutions could be built much more scalable with increased efficiency and speed.

TECHNICAL EXPERTISE

- Wireframes, storyboards, personas, user journeys, scenarios, user research and usability testing
- Analytics KPI identification and performance plans, Business Strategy to Web Roadmap
- Photoshop, Illustrator, Flash, InDesign, Axure, VOC/User Panels, Aptana, A/B and Multivariate testing
- HTML, CSS, MySQL, ASP.NET, PHP, JSP, JQuery, Action and Java Script
- Various CMS platforms and eCommerce platforms/plugin (Endeca, Brightcove, Analytics, ETC)