

RODNEY ECHOLS

Senior Experience Designer

recholes-everywhere.com

[linkedin.com/in/recholes](https://www.linkedin.com/in/recholes)

PROFILE

An experience designer for 15 years designing digital solutions for Fortune 500 companies. As a user experience designer, researcher, and product designer, I create user-centric interactions that are both usable and delightful.

- ❑ UX design and user research lead for Accenture/Avanade – Big 5 Consultant firm
- ❑ UX Professional certification from NN/g, Luma Design Thinking Facilitator & Practitioner, Advanced Google Analytics certification, and Certified Hubspot Growth Driven Design strategist
- ❑ UX advisor on industry award-winning intranet redesign at ConocoPhillips
- ❑ Designed and launched web analytics program during digital transformation at ConocoPhillips
- ❑ 8 years senior intranet and digital communications, 4 years as team lead, 10 years as professional visual designer for web and print

WORK EXPERIENCE

Sr. Experience Design Consultant, [Avanade](#) 2021 – Present

Led research and design for complex enterprise initiatives at large corporations with budgets \$50K–\$2MM. Promoted to senior consultant in the first 6 months.

- Led UX, UI design, and research for a 1-year Dow Chemical project in build a business process management application to enhance customer service and streamline digital buying.
- Led UX for a 9-week project at Delta Airlines to deliver an MVP for a customer experience engine, including facilitation and design thinking workshops, interviews, wireframes, and prototypes.
- Co-facilitated a 2-day workshop to help Chevron create a unified geomechanic organization.

Sr. Digital Communications Specialist – Employee & Digital Experience, [ConocoPhillips](#) 2017 – 2021

UX advisor for intranet redesign at corporate HQ, awarded Nielsen Norman Group Best Intranet Design 2020

- Designed an internal content request system for intranet content publishing on Microsoft 365 for Enterprise. Reduced many key service vulnerabilities and decreased intranet content mistakes.
- Conducted service design for internal content distribution for 3 of 5 digital communications channels at global headquarters. Served daily content and key email communications to ~11,000 employees on 9 continents; improved global intranet publishing workflow by designing work automation tools and improving work processes, reducing headcount by 50%.

Digital Producer, [Savage Brands](#) 2016 – 2017

Digital team project lead, including client management, team selection, scoping projects, gathering requirements, and directing marketing and design for website projects

- Supervised development team with 3 direct reports and owned digital pipeline and external partnerships. Produced device-agnostic Wordpress websites and mobile responsive web applications with budgets ranging from \$40K–\$150K.

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Digital Communications Specialist – Corporate Websites & Analytics, [ConocoPhillips](#) 2012 – 2016

Business and project analyst for digital transformation of the global digital ecosphere, including SEO, establishing social media channels, redesigning intranet and corporate websites, and establishing analytics and governance.

Held progressive roles from 2013–2016.

- Established web analytics and reporting program at corporate HQ; used UX approach to initiate and complete a 5 year reporting and analytics dashboard project (was rehired for a second term to complete it).
- Optimized internet marketing strategy, reducing quarterly costs by \$30,000 by implementing various experimental search engine marketing campaigns and retargeting projects.

Interactive Marketing Account Manager / Project Manager, DMN3 Interactive Agency 2011 – 2012

Managed advanced internet marketing accounts and search-marketing initiatives for 9 global and national clients, including SCOOTER Store, ConocoPhillips, Constellation Energy, and Silver Leaf Resorts

Agency Manager Traffic and Compliance, AdResults Advertising 2010 – 2011

Supervised a department of 9, reported directly to COO on traffic, ad content, and creative compliance

PROFESSIONAL SKILLS

Discovery & Strategy	Requirements documentation, Design Thinking workshop facilitator, research methodologies, customer development, client-facing presentations, agile and semi-agile project methodologies, MVP design
UX Skills & Tools	Personas, journey and experience mapping, service blueprints, usability testing, surveys, interviews, measurement, Figma, Photoshop, Illustrator, whiteboard and collaboration tool
Other	Visual design skills - layout, color and ,

EDUCATION

Bachelor of Arts in Communications, Advertising & Public Relations Specialty, Art Minor 2003

University of Houston, Houston TX

Diploma, Graphic Design 2000

Bradford School of Business, Houston TX