

Laura Melbourne

Customer Experience Leader | Omnichannel Innovation | Digital Transformation

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Results-driven leader of omnichannel customer experience with strong leadership, adaptability, and critical thinking skills. Skilled in prioritization, motivating teams, and navigating ambiguity to deliver innovative customer-centric solutions that align with company goals.

Work Experience

Senior Manager Experience Strategy

Mar 2021 - May 2024

Abercrombie & Fitch | New Albany, OH

- Orchestrated innovative research methodologies within the Customer Journey Evolution initiative to uncover customer insights, identifying unique behavioral segments and key opportunities, achieving a 20% rise in engagement, contributing to a successful brand turnaround.
- Initiated a journey measurement strategy connecting data sources for a unified 360 view, enabling root cause analysis; leveraged by 10 departments to guide data-driven decisions and optimize customer experiences.
- Developed detailed experience maps, service blueprints and journey maps for 20 customer interactions, resulting in extended clarity for teams and a measurable increase in customer satisfaction scores.
- Facilitated current-state and future-state visioning workshops with diverse participants, (executive to customer), that generated over 10 innovative concepts aimed at enhancing both customer and associate experiences, driving product development initiatives across the organization.
- Identified key themes and strategic opportunities for team prioritization, which transformed the customer experience and resulted in a 50% rise in app usage, and a 35% increase in conversion rate.

Design Strategy Consultant

Aug 2020 - Mar 2021

Under Armour | Baltimore

- Moderated discovery workshops that assembled 30 stakeholders across targeted categories, leading to the creation of new global customer archetypes and journey maps that connected customer needs while creating a shared understanding of the customer.
- Incorporated the use of design thinking and jobs to be-done frameworks to create a customer experience toolkit; this toolkit has been adopted across 5 areas of the company to promote a customer-first culture and democratize knowledge.

CX Experience Strategist

Apr 2018 - May 2020

Chico's FAS | Fort Myers

- Established the omnichannel experience of Style Connect, a virtual stylist service; integrated virtual appointments and personalized recommendations across 3 brands, facilitating over \$100 million in sales and 1 million customers engaged in 2020.
- Analyzed customer feedback, pain points, and trends to uncover opportunities for improvement and innovation, leading to a 31% increase in YOY digital sales.
- Planned and led a multi-city qualitative and quantitative research initiative that enlisted over 75 participants from diverse customer segments to lead the brand repositioning and customer understanding initiative; this work ultimately influenced corporate playbooks and product development innovation, including MyCloset™.

UX Strategist, Design Manager

Sep 2010 - Mar 2018

Lee Health | Fort Myers

- Directed the comprehensive redesign and rebranding of Lee Health's digital properties, implementing a new design system and development framework, resulting in 147% increase in mobile engagement and \$1M cost savings.
- Spearheaded a comprehensive SEO strategy that elevated website search rankings from page 5 to page 1 for 15 targeted keywords, resulting in a 50% increase in organic traffic over six months.
- Built and mentored a three-person experience design team, implementing accessibility guidelines and best practices that resulted in a 27% YOY increase in output efficiency, improved time-management and collaboration.

UX Director

Jun 2006 - Sep 2009

MIVA | Fort Myers

- Orchestrated mixed method user research, engaging with 30 digital marketing professionals to identify pain points; implemented changes that optimized user workflows and contributed to a 25% uptick in engagement.
- Defined UX strategy for EU market expansion, resulting in a 25% boost in regional user engagement, enabling a seamless transition into a new market within six months.

Art Director

May 1996 - Mar 2001

AOL | Dulles

- Launched the first dual-published women's content network on the web, attracting over 20 million page views monthly, ultimately leading to a successful acquisition by Oprah Winfrey.
- Led the design and implementation of AOL's Member Publishing and Community Tools, resulting in a 40% increase in page views for 23 million subscribers.

Projects

[Work Examples: 2018-2024](#)

Volunteer Experience

A&F Diversity & Inclusion Leader - Women in STEM ARG

Core Skills

Experience Strategy, Customer Experience, Customer Journey Management, Customer Expectation Management, Sentiment Analysis, Stakeholder Management, Organizational Change, Change Management, Customer Journey Mapping, Service Design, Customer Segmentation, CRM, Customer Research, User Interviews, Ethnographic Research, Surveys, Heuristic Analysis, Usability Testing, Root Cause Analysis, Design Thinking, Jobs to be-Done, Empathy Maps, Storyboards, Personas, Statistical Analysis, Revenue Growth, KPIs & OKRs, Key Performance Indicators, Performance Indicators, Data-Driven Insights, Emerging Technologies, Lean, Agile, HTML, CSS, Prototypes, Industry Trends, AI & LLM, Midjourney, ChatGPT, Adobe Creative Suite, Microsoft Suite, Miro, Mural, Sketch, Figma, Jira, Google Analytics, User Testing, Optimizely, Alchemer, Qualtrics, Medallia, SQL, Omnichannel, Retail, Healthcare, SaaS, Marketing, Graphic Design, Branding

Education

Southern Illinois University - Edwardsville

Bachelor of Fine Arts Fine Arts - GPA 4.4/5.0