

Emily Barrows

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User-centered design focused technology professional; I advocate for the end user. Through research and analysis, I define experiences, products, feature sets, and metrics. Passionate development partner and stakeholder champion. I love discovering opportunities and collaborating to design, measure, and refine solutions.

EXPERIENCE

Product Manager | Nordstrom | 2017 June – Present

Leading the introduction and adoption of user-centered design within the Engineering Organization. Responsible for designing and launching the in-person technology support experience.

- Building personas and segmentation for 70k employees as part of an effort to reimagine the employee technology experience.
- Launched the 'Hub' – the place for 10k employees to get in-person technology support. CSAT scores consistently above 95%.

Senior User Experience Engineer | Nordstrom | 2016 April – 2017 May

Provide user experience expertise for the Workforce Enablement Program Management team, which is responsible for providing collaboration and communication technology for over 70,000 employees and evolving the ITSM process and technology to support continuous delivery practices.

- Perform qualitative and quantitative research to focus the team's effort on solving the right problems.
- Discover and visualize the problem space and product opportunities.
- Produce UX designs and artifacts, such as storyboards and process flow diagrams, as needed during the delivery process.

User Experience Manager | Nordstrom | 2015 April – 2016 April

Founded and managed a UX team, which employed human-centered design methods to support the design, development, and roll-out of enterprise employee solutions.

- Provided direction and oversight for user research projects: Self-Service Password Reset, Server Tagging, Enterprise Search, and Employee Onboarding.
- Led end-to-end product experience design for three development teams.
- Under our guidance, four products were released to user bases ranging from 3,000 to 60,000 without major usability issues.

Technical Product Manager Enterprise Social | Nordstrom | 2014 June – 2015 April

Researched employee needs and implemented an enterprise social program to provide a mobile and real-time collaboration solution to collocated and geographically dispersed teams.

- Elevated awareness of product capabilities via marketing campaigns and partnership with senior leaders.
- Increased the user population by 2,000%.
- Redesigned reporting and reduced annual cost by \$40,000.

Head of User Experience & Product Design | Nordstrom People Lab | 2013 August – 2014 May

Founding member of the Nordstrom People Lab, a team within Nordstrom Technology tasked to support change management through data science and human-centered design.

- Partnered with Technology leaders and employees to design programs to engage the workforce.
- Implemented a bi-annual employee feedback survey that surfaced growth opportunities for the Technology organization and resource managers.

Senior Business Analyst/Program Manager | Nordstrom | 2012 November – 2013 August

- Facilitated web content management and digital asset management vendor procurement and implementation.

Business Analyst | Nordstrom | 2010 September – 2012 October

- Partnered with IT and business to develop new Nordstrom.com features.

Site Coordination Lead | Nordstrom | 2009 September – 2010 August

- Managed online merchandising for departments: Shoes, Beauty, Handbags, Accessories, Jewelry, and Sale.

Site Coordinator | Nordstrom | 2007 June – 2009 August

- Responsible for merchandising all beauty and fragrance products on Nordstrom.com.

EDUCATION

Master of Science

Human-Centered Design Engineering
University of Washington, 2014, GPA 3.9

User-Centered Design Certificate

Human-Centered Design Engineering
University of Washington, 2011

Typography Coursework

School of Visual Concepts, 2009

Bachelor of Fine Art

Southern Methodist University, 2006
Cum Laude