

HEATHER BUCHMA

PRODUCT DESIGN LEADER

CONTACT

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EDUCATION

Bachelor of Science, Marketing

Villanova University, 2005-2009

Minor: International Business
Concentration: Honors

Miami Ad School, 2009-2011

Post-grad program studying art direction and digital design

Cornell University, 2019

Online Leadership Certificate

SUMMARY

Product Design Leader with over ten years of distinguished performance building exceptional design teams and creating best-in-class digital experiences. Dynamic team leader with experience coaching in-person and remote teams of Product Designers, UX Writers, UX Researchers, and Visual Designers, and aligning cross-functional teams and C-suite level stakeholders. Extensive experience creating high-converting subscription and ecommerce user journeys and designing delightful products across finance, media, and lifestyle industries.

WORK EXPERIENCE

CNN, 2020-present

Director of Product Design, Growth Product

Building and leading a multi-disciplinary Growth Product team including product design, visual design, and UX writing. Deep focus is on acquisition, conversion, and retention for CNN's new D2C streaming product, CNN+. Establishing the new growth function within the organization, building strong partnerships across the Product Experience, Growth Marketing, and Brand teams, and designing elegant, high-converting solutions that span web, mobile apps, and TV apps.

Director of Product Design, CNN Business

Led product design for CNN Business, including new business initiatives and innovation. Performed user research to redefine audiences, deepen understanding of user needs, and create experiences that build investing literacy and empower financial decision-making.

Prudential, 2019-2020

Director of Product Design, PGIM

Design lead for the Digital Transformation of the PGIM business websites, bringing all eight unique PGIM businesses into a single CMS, with an elevated, consistent design system. Worked closely with our agency partner throughout the process of redefining the PGIM brand. Facilitated design thinking workshops with business leads to pressure test the new design system and architect thoughtful site experiences. Ensured a scalable design system solution that solves for business needs and drive identified KPIs. Provided guidance and mapping for migrating existing content to the new CMS. Supported and collaborated across key groups in Product Management, Technology, and Marketing.

SKILLS

User-centered design
 Leadership
 Mentorship
 Design thinking
 Growth design
 Figma
 Sprint facilitation
 User research
 Usability testing
 Public Speaking
 E-commerce
 Native app design
 Remote team leadership

PUBLIC SPEAKING

Panelist, Tech Careers
 Muslim Women in Tech, 2021

Panelist, Inside CNN Digital
 Power to Fly, 2020

Speaker, Design Sprints in Action
 Fusion Conference, 2019

Workshop, Intro to Co-Creation
 Red Ventures, 2017-2018

**Speaker, Evolving Process at Scale:
 Big Wins & Hard Lessons**
 Fusion Conference, 2018

Panelist & Workshop Instructor
 INTech Camp, 2018

WORK EXPERIENCE (CNTD)

Red Ventures, 2016-2019

Director of User Experience

Led UX Design and Research across all Red Ventures businesses and partnerships. Focused on role definitions, career pathing, L&D opportunities, and creating a culture of feedback. Also executed on some of the most complex UX projects, particularly in the Banking and Finance industries. Facilitated over 30 design sprints, wireframed solutions, and worked closely with cross-functional teams to deliver best-in-class products and experiences.

UX Lead

Led, mentored, and empowered a team of mid and senior UX Designers, while shaping how the team and roles are structured within the larger organization. Defined creative process for cross-functional collaboration and ideation and generated global adoption of the process. Established UX function, including usability research, analysis, user persona creation, journey and channel mapping, card sorting, wireframes and more.

XO Group (now The Knot Worldwide), 2014-2016

Senior Product Designer

Led product and visual design for The Bump brand, website, and native apps including completely rebuilding The Bump native app to be a more engaging and personalized product experience. Developed and maintained brand style guide. Played a driving role in defining UX and Product collaboration and process.

Delivery.com, 2012-2014

Senior UI Designer

Led and executed a complete rebrand of delivery.com, including the digital product and out of home advertising. Wireframed, tested, and designed new mobile and desktop shopping and checkout experiences that enabled the company to support shopping local businesses beyond food take out.

Weight Watchers Int, 2011-2012

Web Designer

Designed onboarding and personalization experiences for new subscribers, as well as email marketing templates focused on driving subscription growth. Created interactive digital experiences for simulating various dining options.