

Amy Chick

User Experience & Product Innovation

PROFILE

As a user-centered strategist with a systems mindset, I bring value to teams through organizational transformation and forward-thinking leadership. My diverse background includes product development, content strategy, marketing, and digital strategy.

EXPERIENCE

UX Lead, Automation Strategy & Conversation Design — 2018-present

Allstate Insurance Company

I define UX strategy for an agent-facing cognitive assistant and drive the team's transformation toward a user-centered approach to product development.

- Partner with product and technology leadership to identify use cases for automation, define the problem space, and identify measures of success for both users and the business; work alongside product owners to define epics and user stories in preparation for development
- Oversee a UX team focused on the development of an agency-facing cognitive assistant, providing strategic guidance and leading enablement projects including design systems, process definition, and engagement models
- Co-led the transformation of the product roadmap from business-first to user-first by defining a continuous discovery process to generate user needs, validate business ideas, and iterate on concepts
- Provide UX leadership and direction for enterprise-level projects to enable AI readiness, including front-end migration to LivePerson and content strategy analysis in preparation for Robotic Process Automation (RPA)
- Define strategy for touch points across the service ecosystem including AI to live agent handoff, business process mapping for escalation, and tool integration with the user workflow
- Defined and launched a program to build UX capacity and strengthen the team's user-centered mindset, effectively doubling the number of design resources on the team within three months

UX Lead, Content Strategy | Xfinity Mobile — 2016-2018

Comcast

From initial development to post-launch, I shaped and led the user experience across all product content and served as the content SME for all partner teams.

- Defined a holistic content strategy for the XM digital experience including voice/tone, editorial guidelines, conversation patterns, and channel-specific standards
- Integrated the content strategy practice throughout the product development lifecycle by defining and implementing cross-team workflows and engagement standards

- Partnered with product designers on user research, information architecture, and interaction design; led a team of content strategists and UX writers to deliver product content across the full omnichannel experience
- Designed and built the IA for a content library, including tagging and documentation methods, to facilitate the product design workflow with partner teams
- Co-developed a design system to include UI patterns, content and design components, usage and editorial guidelines, and a shared naming system across multiple teams

Sr. UX Content Strategist – 2016-2018

Think Company

I helped shape the content strategy practice internally while functioning as full-time content strategy lead for an onsite client project (Xfinity Mobile).

- Defined content strategy for a company website redesign including voice/tone/ attributes, narrative concepts, information architecture, and content modeling
- Wrote content for an Xfinity Mobile case study to serve as a template for other projects and to demonstrate Think Company's content strategy capabilities
- Contributed to content strategy operations through candidate screening and project estimation sessions including definition of scope and level of effort; resourcing recommendations; and timeline mapping

Digital Strategy & User Experience – 2012-2018

Independent consulting

As an independent consultant, I worked across disciplines and teams to define experiences and solve user challenges at scale. Clients included Amazon Business, VSP, Withings, and Brain Traffic.

Copywriter & Content Strategist – 2016

Catapult Learning

- Facilitated workshops at the leadership level to define a new brand framework including attributes, positioning statements, and brand promises that informed content strategy and principles
- Defined content types, identified audience needs and content priorities, designed layouts, and wrote content for parent- and client-focused collateral including presentation decks, sell sheets, and program brochures
- Led the prioritization and redesign of visual models to improve usability and accessibility for marketing and parent education initiatives
- Handled all pre-production activities for educational and marketing videos including set schedule, interview prep, shot direction, and scripting; directed onsite filming

Marketing Strategist & Copywriter – 2013-2014

Car-Tel Communications

- Scaled and standardized content initiatives to support a 2x company growth period including content modeling to improve efficiency of content delivery; content workflow and process definition; and hardening of processes for stakeholder communications
- Planned content strategy around product launches, retail calendars, and AT&T corporate promotions; developed all content for multiple channels

- Managed analytics including A/B testing, Google Analytics, and social media engagement metrics; leveraged insights to make actionable recommendations; developed and delivered marketing analytics presentations at monthly company meetings

AVP, Regional Banking & Business Development — 2011-2012

TD Bank

Hired to build and manage operations for a centralized sales enablement team, I quickly expanded my role to include service design and tooling for my own team as well as sales teams throughout the company.

- Designed, tested, and optimized agent tools; scaled training and knowledge management to expand team capabilities from small business lending to include commercial lending, business and personal banking, insurance, and investment
- Created a Salesforce training prototype, tested with my team internally, and led content strategy to build content into an e-learning course used throughout the small business lending division
- Piloted and customized a Salesforce implementation that was eventually expanded throughout the business unit
- Managed all aspects of employee performance and growth, including the design of a dynamic scorecard that tracked month-to-month trends and informed team incentives
- Created workflows, engagement models, and escalation standards to improve conversion rates and simplify lead handoff

EDUCATION & TRAINING

BA, Communications & Women's Studies — 2004-2008

Rutgers University, New Brunswick, NJ

- Coursework focused on communication theory, mass media studies, and psychology behind communication methods

Certification, Design Sprint Leader — 2019

Wily, LLC

- Simulated the Design Sprint process with Jake Knapp, creator of Design Sprints

Certification, Leading SAFe — 2019

Scaled Agile, Inc.

- Coursework included agile methodologies at the team and program levels

Startup Bootcamp — 2016

Startup PHL

- Simulated the ideation, testing, and implementation of a data analysis tool to help families create a financial plan for college