



Example of Manager, Experience Strategy Job Description

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Our innovative and growing company is hiring for a manager, experience strategy. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for manager, experience strategy

- Drive new product development and definition of future portfolio needs
- Improve the consumer experience and strengthen brand messaging at various touch points, initially along the data entry of food/carbs, events and exercise phases of the user journey
- Exercise independent judgment in developing methods, techniques and criteria for achieving objectives when managing internal and external agencies and when setting design strategies
- Introduce Design Thinking and the user centered design process to the organization
- Serve as internal commercial lead for R&D and project management new product development projects
- Serve as primary marketing liaison with external partner companies related to product development projects and commercialization
- Contribute to design department growth and staffing, and hiring new talent
- Collaborate with Human Factors to determine formative and validation research goals and methodology, and incorporate findings into iterative design-test-refine lifecycle
- Partner with clients to uncover business needs and objectives, craft appropriate strategies, and identify/implement and successfully manage the execution of the plan
- Gather and analyze customer and stakeholder feedback to develop insights and strategic recommendations

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- Demonstrated ability to create UCD artifacts
 - Define and communicate the Digital Experience Strategy and Roadmaps for Smartphone and Tablet apps
 - Lead and execute standardization and integration of experiences across Digital Channel initiatives that have wide scope and impact, and require broad business, customer and digital experience knowledge
 - Develop an ongoing support strategy to ensure that all our sales teams have easy access to materials and information that allows for proactive contact or a timely response for the advisors and planners that they support
 - Degree in Human Factors, Industrial Design, Human-Computer Interaction, Digital Strategy or related fields/comparable work experience
 - Highly motivated individual with a passion for Customer Experience