

Charise Hansen

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Product and Design Leader

Experienced design leader with billions of revenue impact, 30%+ design quality improvements, and a track record of scaling teams and systems at Upwork, Macy's, and Hilton. I align user needs with business strategy, leading high-impact design transformations that drive growth. Relentlessly focused on **impact, culture, innovation, and scaling design for business success.**

- ✓ **\$4B+ revenue growth** – Hilton.com and app redesigns
- ✓ **Increased app rating from 1.9★ to 4.5★** – Hilton native app redesign
- ✓ **30%+ design quality boost** – Upwork's Global Experience Language
- ✓ **84% reduction in accessibility issues** – Macy's accessibility program
- ✓ **Scaled teams up to 25+ designers** – Built and led high-performing UX orgs
- ✓ **Launched multiple enterprise platforms** – Improving efficiency and reducing costs

Select Professional Experience

Upwork

Director, Product Design and DesignOps

Mar 2024 – Dec 2024

- Led nine talented product and visual designers focused on essential product areas—messaging, collaboration, design systems, personalization, and recommendations—to deliver cohesive, meaningful user experiences across the platform.
- Spearheaded the creation of a global experience language that strengthened Upwork's brand identity, improved usability and accessibility, and ensured a seamless, consistent experience across all digital channels.

Principal Product Designer

Oct 2023 – Mar 2024

- Designed a feature that allowed clients to send 'bulk' invites to a curated list of freelancers, leading to a 25% increase in invitations.
- Developed a user-friendly filtering experience to narrow proposals while reducing code redundancy across the platform.

Macy's Inc.

Director, User Experience and DesignOps

Apr 2022 – Oct 2023

- Led a team of five across transformation, operations, visual design, and accessibility.
- Performed the interim Senior Director leadership role for the 10 person user research team.
- Developed a comprehensive accessibility program that initiated remediation, training, and practice efforts across all platforms. This reduced accessibility related issues by 84% as the creator of Macy's accessibility program.
- Introduced and scaled Design Thinking capabilities by training and empowering designers across the organization, embedding a user-focused approach that inspired innovative solutions and informed strategic product development.

- Evolved and expanded the design system, Thread, providing product, design, and engineering teams with a streamlined resource to deliver consistent, high-quality user experiences more efficiently.

Hilton

Director, DesignOps

Dec 2021 – Apr 2022

- Crafted business cases and budgets to rebuild the Experience Design teams post-Covid and post-downsizing. Adapted quickly to changing needs and onboarded 40+ key positions successfully.
- Managed a \$20M personnel budget, optimizing resource allocation by 15% YOY and ensuring financial efficiency to support team development and strategic initiatives.
- Shifted the Design tool from Sketch to Figma.

Director, User Experience

Sep 2017 – Dec 2021

- Grew and led a team of 25 designers, fostering a culture of creativity and innovation that improved project outcomes.
- Increased revenue by \$400M+ through a redesign of Hilton's website (spanning 18 brand sites and 8,000+ property pages) improving the overall user experience.
- Spearheaded design and research for Hilton's enterprise platforms used by on-property and call center teams, delivering intuitive interfaces that improved workflow efficiency, reduced call volume, and reduced support time.
- Led the product launch of Hilton's IoT and TV Interfaces, enhancing in-room guest experiences and improving interactive services.

Sr. Manager, User Experience

Mar 2014 – Sep 2017

- Spearheaded native app redesign that drove revenue growth from \$750M to \$4B over two years post-launch.
- Led a four person team to conceptualize, redesign, and launch the rebuilt Hilton Honors app, which achieved a 4.5 star app rating, a huge increase from the prior year's rating of 1.9 stars.

Manager, User Experience

Jul 2012 – Mar 2014

- Designed industry-leading Digital Room Selection, Check-in, and Room Key features, which not only made the app more engaging but also helped reduce over 150 tons of plastic waste.

Education and Certificates

Master of Science, Engineering Technology | University of Memphis

Master's Certificate, Lean Leadership | University of Memphis

Bachelor of Business Administration, Information Systems | University of Memphis