Charise Hansen

Design Leader

Contact

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Skills

- Design Leadership
- Cross-Functional Collaboration
- Team Management
- Stakeholder Engagement
- Strategic Vision
- Agile Methodologies
- Coaching & Mentoring
- Design Systems
- Organizational Leadership
- User Experience (UX)
- User Interface Design (UI)
- Visual Design
- Design Thinking
- Workshop Design
- Service Design
- User Research
- Usability Testing

Education

University of Memphis

Masters of Science
Engineering Technology

Masters Certificate
Lean Leadership

Bachelors of Business Administration
Information Systems

Harvard

Executive Leadership Program

Summary

Visionary design leader with a distinguished record in driving transformational user experiences across multiple startups and corporations.

Notable projects

- Design of Hilton's Room Selection, Digital Check-in and Key - "Great for the traveler always on the go…It saves me the hassle from going to the front desk and allows me to walk directly to the room."

- Design of Hilton's Content Management System

- Design of Native and Mobile Web experiences adding $30M in annual revenue

- Orchestration of 4 Design Systems

- Design of a fertility donor online marketplace startup

- Design of a venue marketplace startup (https://www.practiceplan.io/)

- Design of a network management tool for TengoInternet reducing call volume by 20%

Work Experience

Upwork

OCTOBER 2023 - PRESENT

Director, Product Design - Horizontal Products and Capabilities
JULY 2024 - PRESENT

- Leadership of a high-performing team responsible for driving design in critical product across Upwork's ecosystem including messaging, collaboration, design systems, personalization, and search and recommendations, while also overseeing the design of a comprehensive native app to enhance user experience and engagement

- Orchestration of the creation of a global experience language, revitalizing brand perception and ensuring consistency across all touchpoints

Director, Product Design - Design Operations
APRIL - JULY 2024

- Led a team focused on design systems and design operations, revitalizing the designer experience through improved tooling and processes while enhancing overall design quality

Principal Product Designer - Marketplace
OCTOBER 2023 - APRIL 2024

- Designed an experience enabling clients to bulk invite a tailored selection of freelancers, ensuring alignment with their job post criteria for optimized hiring efficiency, which increased invites sent by 25%

- Designed a user-centric experience that significantly enhanced client filtering capabilities for proposals, streamlining the selection process and improving match accuracy

Macy's, Inc. (Macy's and Bloomingdale's)

APRIL 2022 - OCTOBER 2023

Director, UX Design - Design Center of Excellence

- Established and led the Design Operations function, fostering a human-first design community that empowers teams with tools, methodologies, and culture for optimal creativity
- Developed and implemented the Digital Accessibility Program, ensuring compliance and enhancing user experiences for individuals with disabilities through training and best practices
- Introduced and evolved a Design Thinking capability, promoting innovation and user-centric solutions across the organization
- Led the evolution of Macy's Design System, Thread, enabling product, design, and engineering teams to deliver superior products more efficiently

Hilton Corporate

JULY 2012 - OCTOBER 2023

Director, Experience Design - Design Operations
SEPTEMBER 2021 - APRIL 2022

- Rebuilt the XD Operations functions at Hilton, focusing on scalability, communication, and process management to enhance design effectiveness

Director, User Experience Design - Web, Native, Team Member, Smart Room
DECEMBER 2017 - SEPTEMBER 2021

- Managed and led a team of 25 UX and Service Designers
- Redesigned experiences for Hilton Honors mobile apps and Hilton.com
- Spearheaded the design of Hilton's enterprise software for on-property and call center team members, enhancing operational efficiency
- Led the design of Hilton's first IoT and TV interface, innovating the guest experience
- Designed integrated service experiences that bridge physical and digital interaction

Senior Manager, User Experience and Information Architecture
MARCH 2014 - DECEMBER 2017

Manager, Information Architecture
JULY 2012 - MARCH 2014

Paladin Consulting

FEBRUARY 2012 - JULY 2012

Contract, Information Architect @ Hilton

Technicolor

JUNE 2011 - FEBRUARY 2012

Business Analyst

AutoZone, Inc

DECEMBER 2008 - JUNE 2011

eCommerce Program Coordinator