

# Heather Cuervo

EXPERIENCE DESIGN LEADER | PRODUCT DESIGNER | HUMAN BEHAVIORIST

## Profile

Transforming digital ecosystems into high-performing experiences characterizes a dynamic career exceeding 20 years in Experience Design. Expertise lies in harnessing AI-driven insights and data-backed strategies to enhance engagement and stimulate business growth. A proven track record in elevating design maturity while unifying cross-functional teams fosters improved operational efficiency and brand consistency. Passionate about crafting human-centered, inclusive experiences that align with strategic objectives, committed to delivering scalable solutions that resonate with users and strengthen competitive positioning in complex markets.

## Employment History

### Marketing Director - Web Experiences, SailPoint, Austin, TX

MAY 2022 – PRESENT

Defined and executed an **enterprise-wide digital experience strategy**, delivering two major redesigns that tightened navigation and improved lead capture forms, content hierarchy, and storytelling, **increasing visitor engagement by 40% and improving lead conversion by 25%**.

- **Elevated UX maturity from Level 2 'Level 3** by establishing governance models, standardized workflows, analytics-driven reporting, and scalable design systems, including a component library and standardized page templates.
- **Implemented structured project management and capacity planning using Asana, reducing backlog by 35% and increasing delivery efficiency by 45%** through quarterly capacity reviews, resulting in fewer missed deadlines and stronger requirement adherence.
- **Unified SEO, Paid Media, UX, Development, and Brand into a cross-functional digital organization**, eliminating redundancies and **improving execution velocity by 50%** through a new collaboration process featuring biweekly cross-team syncs.
- **Directed strategic governance of external agency partnerships**, crafting clear agency briefs and establishing performance frameworks aligned to the enterprise digital roadmap and KPIs including average session duration and subpage traffic growth; improved quality, accountability, and alignment with SailPoint's UX strategy and business objectives.
- Implemented a modular, **component-driven framework** using Figma, which aligned the UX, design, and development teams and shortened launch cycles by 60%, increasing agility and accelerating market responsiveness.

### Director of User Experience, MRM, Princeton, NJ

MAR 2020 – JUN 2022

Directed multi-office UX teams and end-to-end experience strategies for global enterprise clients across NYC and Princeton offices.

- **Managed teams of 15+** designers, researchers, and content strategists across multiple highly regulated industries such as healthcare and finance.
- **Increased client engagement by 35%** through behavioral data insights and identified friction and tightened user journey.
- Achieved **90% team retention** rate through mentorship and structured career growth programs during the time of COVID.
- Established **accessibility and design system standards**, including a component

## Details

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## Links

[LinkedIn](#)

[Portfolio \(pw: password1!\)](#)

## Skills

AI-Driven UX Research

Digital Experience Strategy

Journey Mapping & Experience Architecture

Omnichannel Design

UX Leadership & Organizational Transformation

Design System Creation & Governance

Data-Backed Optimization

MarTech & Automation

Accessibility & Compliance

Cross-Functional Leader/Team Lead

Adobe Creative Suite

Figma

User testing analysis

library with custom CMS-driven page templates, that **improved delivery efficiency by 40%** and consistency across 12+ digital products.

### Associate Director of User Experience, MRM//McCann, Princeton, NJ

JAN 2017 – MAR 2020

Directed large-scale **digital transformation initiatives** for global B2B organizations, combining user insight, AI-driven data modeling, and enterprise systems thinking to deliver measurable growth.

- Defined and executed the **UX strategy and design road map** for multi-market eCommerce platforms, driving a **70% increase in online sales** and **25% boost in customer satisfaction**.
- Elevated experience architecture and usability, improving navigation clarity by **45%** and reducing checkout abandonment by **25%**.
- Developed a **CMS-backed, component-based design system** adopted across **20+ business units**, cutting development time by **50%** and enabling consistent global brand delivery.
- Simplified complex authentication and compliance workflows, reducing user friction and **lowering support tickets by 20%**.

### Sr. User Experience Specialist (UX), MRM//McCann, Princeton, NJ

JAN 2012 – JAN 2017

Led **digital experience strategy and UX transformation** for major consumer and enterprise brands, driving measurable gains in engagement and conversion. Delivered a complete redesign of a national restaurant chain's eCommerce platform, **boosting sales by 150%** and reducing campaign launch timelines by **30%** through scalable frameworks and responsive design optimization.

### Director of Usability & Design, SmartPros Ltd., Hawthorne, NY

JAN 2011 – JAN 2025

Established and led the company's **first UX and design discipline**, implementing data-driven processes that improved product usability and development efficiency. Designed and launched a next-generation **eLearning platform**, increasing course completion rates by **25%** and reducing rework by **40%** through user research and iterative prototyping.

## Education

### BS, Seton Hall University, South Orange

JAN 1998 – JAN 2000

- B.S Management Information Systems (MIS), Honors: *cum laude*, *Dean's list*

### Certified, Human Factors International

JUN 2008

Certified Usability Specialist