

Heather Cuervo

DIRECTOR of USER EXPERIENCE

At a Glance

Dynamic Experience Design Executive with **25+ years** transforming **complex digital ecosystems** and driving **significant business growth** through **strategic, human-centered design leadership**. Skilled in applying **AI-driven insights, journey intelligence**, and **omnichannel strategy** to elevate engagement and streamline operations. Proven builder of **high-performing, cross-functional teams** that deliver **measurable results** and raise design maturity. Committed to creating **accessible, inclusive, data-driven experiences** that strengthen **brand value** and achieve organizational goals. Recognized for leading **digital transformation initiatives** that optimize performance, amplify customer value, and fuel innovation.

Employment History

Director, Web Experience
MAY 2022 — PRESENT

SailPoint
AUSTIN, TX

Executive leader overseeing the **end-to-end digital experience strategy** for SailPoint's global web ecosystem—unifying **design, data, and technology** to drive **business growth** and **operational excellence**.

- **Defined and executed an enterprise-wide digital experience strategy**, delivering two major redesigns that increased visitor engagement by **40%** and improved 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**.
- **Implemented structured project management and capacity planning**, reducing backlog by **35%** and increasing delivery efficiency by **45%**.
- **Unified SEO, Paid Media, UX, Development, and Brand** into a **cross-functional digital organization**, eliminating redundancies and improving execution velocity by **50%**.
- **Directed strategic governance of external agency partnerships**, crafting **clear agency briefs** and establishing **performance frameworks** aligned to the enterprise digital roadmap; improved quality, accountability, and alignment with SailPoint's **UX strategy** and **business objectives**.
- **Implemented modular, component-driven frameworks** that shortened launch cycles by **60%**, increasing agility and accelerating market responsiveness.

Director of User Experience
MARCH 2020 — JUNE 2022

MRM//McCann
PRINCETON, NJ/NYC

Owned UX strategy and digital experience optimization for major consumer and enterprise brands, driving **measurable gains** in **engagement** and **conversion**.

Details

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Links

[LinkedIn Portfolio](#)

[Case Study:](#)

Skills

- Digital Experience Strategy
- AI-Driven UX Research
- Digital Marketing
- Marketing Strategy
- Consumer Engagement
- Consumer Insights
- Marketing Trends
- Team Leadership
- Innovation & New Product Development
- Media Engagement
- Cross-Functional Team Leadership
- Creative Leadership
- Agency Management
- Journey Mapping & Experience Architecture
- Omnichannel Design
- UX Leadership & Organizational Transformation
- Design System Creation & Governance
- Data-Backed Optimization

- Managed **15+ designers, copywriters, and content strategists** across multiple clients and markets.
- Improved client engagement by **35%** through **behavioral insights, user testing**, and **data-driven frameworks**.
- Achieved a **90% team retention rate** by implementing **mentorship programs, career-pathing**, and structured performance development.
- Established **accessibility standards** and **design system processes**, improving delivery efficiency by **40%** and consistency across **12+ digital products**.

Associate Director of User Experience

JANUARY 2017 — MARCH 2020

MRM//McCann

PRINCETON, NJ

Drove large-scale digital transformation initiatives for no less than 3 multiple global B2B organizations at a time using human-centered research, UX strategy, and enterprise systems thinking.

- Defined and executed multi-market eCommerce UX roadmaps, driving a **70% increase in online sales** and a **25% lift in customer satisfaction**.
- Improved **information architecture** and **usability**, increasing navigation clarity by **45%** and reducing checkout abandonment by **25%**.
- Developed a **CMS-backed, component-based design system** adopted across **20+ business units**, reducing development time by **50%** and improving **global brand consistency**.

Sr. User Experience Specialist

JANUARY 2012 — JANUARY 2017

MRM//McCann

PRINCETON, NJ

Owned UX strategy and digital experience optimization for major consumer and enterprise brands, driving measurable gains in engagement and conversion.

- Conducted a full redesign of a national restaurant chain's eCommerce platform, resulting in a **150% sales increase** and a **30% reduction** in campaign launch timelines.
- Designed **scalable, responsive UI frameworks** that improved multi-device performance and user satisfaction.
- Partnered cross-functionally with **product, engineering**, and **creative** teams to ensure alignment and seamless execution.

Education

B.S. Management Information Systems

JANUARY 1998 — JANUARY 2000

Seton Hall University

Honors: *cum laude*, *Dean's list*

Certified Usability Specialist

JUNE 2008

Human Factors International

MarTech & Automation

Accessibility & Compliance

Adobe Creative Suite

Figma Mastery

User testing analysis