

Heather Cuervo

DIRECTOR OF UX | WEB DIRECTOR
| PRODUCT DESIGN LEAD |
ENTERPRISE & B2B PLATFORMS

Details

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Links

[LinkedIn](#)

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

Skills

AI-Driven UX Research

Digital Experience Strategy

Journey Mapping & Experience
Architecture

Omnichannel Design

Design System Creation &
Governance

Data-Backed Optimization

MarTech & Automation

Adobe Creative Suite

Figma

End-to-End UX/Product Design
(Discovery 'Delivery)

Product Thinking & Problem
Definition

Interaction Design & UX Craft

Experience Architecture &
Systems Thinking

Summary

Experience Design leader with 15+ years improving digital experiences for enterprise brands through customer-focused strategy, scalable systems, and hands-on execution. Known for increasing engagement, conversion, and operational efficiency by combining data-driven UX decisions with strong cross-functional leadership. Builds and scales high-performing experiences that align business goals, user needs, and technical realities while improving consistency, speed, and collaboration across teams. Passionate about creating inclusive, intuitive experiences that simplify complexity, strengthen brands, and drive measurable business impact.

Professional Experience

Web Experience, Director, SailPoint, Austin, TX

MAY 2022 – DEC 2025

- Drove UX strategy and execution for the global SailPoint.com enterprise marketing platform, improving engagement, lead generation, and customer experiences.
- Increased platform usability and content discoverability through scalable information architecture, critical navigation updates, and template layout improvements supporting diverse audiences, regions, and product lines.
- Accelerated delivery speed and improved cross-team consistency by establishing and maturing a component-based design system for a CMS-driven enterprise platform.
- Reduced user friction and strengthened roadmap prioritization through research-driven insights that informed experience optimization and validated high-impact design decisions.
- Balanced strategic UX leadership with hands-on execution, directly contributing high-fidelity flows, layouts, and reusable components while guiding experience direction across teams.
- Improved alignment between marketing, product, and engineering through collaborative roadmap planning tied to business goals, operational scalability, and measurable experience outcomes.

Director of UX, MRM//McCann, Princeton, NJ

MAR 2020 – JUN 2022

Led product design for complex digital platforms serving enterprise clients in regulated industries, including pharma and financial services. Balanced user needs, business goals, and technical constraints to deliver clear, accessible, and scalable experiences.

- Owned end-to-end design across discovery, experience architecture, wireframes, interactive prototypes, and final UI.
- Used research, usability testing, and behavioral analysis to refine user journeys and improve engagement across key platforms.
- Designed and implemented component-based systems and CMS-backed templates that improved delivery efficiency by 40% across 12+ products.
- Worked closely with product and engineering partners to scope work, define requirements, and move efficiently from concept to build.

Associate Director / Product Designer, MRM//McCann, Princeton, NJ

JAN 2017 – MAR 2020

- Improved engagement, usability, and conversion outcomes across complex enterprise and consumer digital platforms by delivering scalable, user-centered experiences in highly regulated industries.

Qualitative & Quantitative User Research

Usability Testing & Behavioral Analysis

Data-Informed Design & Experimentation

Wireframing & Interactive Prototyping

High-Fidelity UI Design (Figma)

Component-Based & Scalable Design Systems

Accessibility & Inclusive Design (WCAG)

Design-to-Development Handoff

Journey Mapping & Opportunity Framing

Analytics-Informed Optimization

Product & Engineering Partnership

Cross-Functional Stakeholder Alignment

Roadmap & Priority Influence

Agile / Iterative Product Development

- Drove UX strategy for large-scale web and ecommerce ecosystems, helping organizations streamline customer journeys, reduce friction, and support business growth objectives.
- Led the UX redesign of IHOP's ecommerce and digital ordering experience, improving mobile usability, simplifying purchase flows, and supporting significant online sales growth across web and campaign initiatives.
- Accelerated campaign launch timelines for IHOP through the development of scalable UX frameworks, reusable components, and responsive design standards that improved execution efficiency across marketing and digital teams.
- Informed product and experience direction through research, journey analysis, and usability testing that uncovered behavioral insights and prioritized high-impact improvements.
- Translated complex business and technical requirements into intuitive, scalable digital experiences that improved cross-functional alignment and accelerated delivery.
- Elevated team capability and design quality through mentorship, collaborative leadership, and the establishment of stronger UX standards and workflows.

Sr. UX Designer / Strategist, MRM//McCann, Princeton, NJ

JAN 2012 – JAN 2017

Earlier Roles

- Delivered high-impact digital experiences across transactional, content-rich, and operational platforms, improving usability, scalability, and customer engagement in both B2B and consumer environments.
- Managed high-volume UX delivery within a fast-paced global advertising agency environment, leading multiple concurrent initiatives across pharmaceutical, ecommerce, and enterprise CMS platforms with complex regulatory and stakeholder requirements.
- Improved experience consistency and reduced user friction by designing scalable workflows and systems for highly regulated products and enterprise-grade digital ecosystems.
- Established strong foundations in usability, accessibility, and systems thinking that enabled more intuitive experiences, stronger compliance alignment, and more efficient cross-functional delivery.

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