

MICHELLE **petrie**

Executive Creative Director, Experience Design

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Wayfinder. Visionary. Storyteller. Futurist. EQ Leadership

Specializing in turning ambiguity to actionable innovation by defining the **right** problems to solve —and leading creative vision that compels people to action.

PEOPLE FIRST,
PRODUCT SECOND.

As a challenge-the-status-quo, 'connect the dots', impact-driven creative leader with over 20 years experience in agency creative and globally distributed experience design & product design teams, my goal is steadfast to lead with human-centered empathy and create meaningful connections for people, products and brands— no matter the medium.

UNIQUE ACUMEN

Marketing / Ad Agency Creative + Enterprise Consulting Firm Acumen + Technology Company Innovation

A unique combination of: traditional digital agency creative and emotional storytelling, robust technology and digital product knowledge (embedded in product teams at Microsoft and other Fortune 500 companies), and a deep acumen of business growth strategies —leading the Experience Design practice at one of the world's largest consulting firms.

RECENT CLIENTS

Microsoft, Accenture, Sitecore, Volvo, SeaWorld, Pepsi, United Airlines, Delta Airlines, FedEx, Nestle, Carnival Cruises, CIBC Financial Services, Mack Trucks, Syneos Health, AbbVie, National Air Cargo, McDonald's, Dominion Energy

WHAT I BRING
TO THE TABLE

- 20+ years industry experience in the field of Creative/ Marketing/UX/Product Design leading large and small cross-functional teams in product, innovation, marketing and engineering to design excellence from ideation to delivery with impact at scale
- Persuasive storytelling narratives and presentations that bring others along on the vision
- Proven track record of translating business objectives into actionable analysis with a creative mindset
- Bias to action and prioritization in the face of competing stakeholder priorities within fast paced environments
- Passion for driving future-proof strategies that anticipate and embrace emerging trends and innovations for competitiveness in an ever-evolving market landscape — including strategy tactics for design and AI
- Program-building that fosters a culture of innovation across SME domains
- Management, mentorship, recruitment and growth of diverse, cross-functional design teams, including managers and leaders
- Design Ops expertise in optimizing and scaling a design services organization end-to-end—while connecting talent to process and fostering community
- Deep, hands-on domain knowledge with leading design methodologies and tools, including Adobe Creative Suite, Figma, and other design platforms
- Orchestration of external and internal partnerships to enhance and accelerate design roadmaps

CORE
COMPETENCIES

CREATIVE & UX // Creative strategy, storytelling, product innovation, digital marketing strategy and implementation, brand development and management, concept / campaign design, UX / HCD experience design, design systems, user research, personas and journey mapping, illustration, copywriting, audio composition, 3D modeling, AI Design Processes

ENTERPRISE // Executive pitch and presentation, GTM strategy for creative/product, enterprise sales strategy, market research, digital transformation strategy/roadmapping, design operations, project scope and budget oversight, internal innovation program development, portfolio management, agile methodology, design thinking vision and roadmap workshops

TEAM // Team leadership & inspiration, career growth and mentorship, design ops transformation and ongoing optimization, cross-disciplinary stakeholder design education

Executive Creative Director, Experience Design Avanade / Accenture

2/2019 - 4/2024

- Set the bar and roadmap for creative strategy, product innovation and user experience for the 200+ person, cross-disciplinary North America Experience Design team: visual design, UX, product, motion, content strategy, marketing, tech innovation, software engineering, and sales
- Led the 'north star' creative vision for connected, personalized, end-to-end experiences across physical and digital products for multiple global companies in various market sectors — leveraging creative strategies fueled by data insights and human-centric design goals.
- Strategized with Fortune 500 companies at both the C-Suite and product team levels—to deliver enterprise-wide, scalable digital experiences on a wide-range of projects in Customer Experience (CX), Data & AI, and Workplace Experience (WX)
- Defined and facilitated workshops for C-Suite, global client stakeholders, and internal stakeholders as a Certified Luma Facilitator in Design Thinking
- Grew and nurtured the experience design talent headcount during the Covid pandemic, and developed career path roadmaps for the different practices (visual, UX, content)

GTM STRATEGY / BUSINESS IMPACT

- Partnered with Accenture on their GTM product and strategies in sales opportunities
- Worked closely with the internal Microsoft GTM product team to help humanize and customize their 'out of the box' offerings for client branded consistency, UX customization, and accessibility
- Partnered with software/ product team MVPs on creative and roadmap strategy, scope of work, team staffing models, and delivery excellence standards
- Developed XD Business Accelerators to be used by clients and Avanade and Accenture's business development team (ie. heuristic assessments, personalization primers, persona and journey frameworks)
- Authored and piloted an internal persuasive storytelling curriculum, which became part of the onboarding and L&D program for over 30K employees
- Led creative on Accenture Interactive's largest digital marketing transformation deal (\$172M), co-building their repeatable End-to-End Services Transformation Delivery Model and scoping a 5 year transformation deal with Microsoft Digital Marketing: including global staffing and team models, defining ops models, workflows, and running operations for Accenture's Content and Design Studios— a team of 40 content strategists, designers, product, martech, experimentation, and tech

TEAM / DESIGN OPS

- Reconstructed the North America Design Ops model for the internal UX and product team; (then used this model as a new service offering to sell to Avanade's Fortune 500 clients needing product team transformations).
- Assessed and developed new benchmarks for Design Maturity and Experience Design KPIs —continuously improving quality of work, methods, techniques, skill gaps, and evaluation criteria.
- Authored and produced a global XD Innovation Speaker Series, called *Dare 2 Disrupt* — Scaling creativity across the business and propagating bold, innovative thinking — bringing in industry-leader insights from Sangya Singh, Director of Innovation at Microsoft; and Vivienne Ming, a leader in cognitive neuroscience / AI, and others
- Transformed creative culture (silos / processes / mindsets) remotely during the pandemic to inspire and empower growth: co-creating 12+ internal innovation incubators and cross-disciplinary program initiatives still in practice
- Established XD's AI creative workflow processes — implementing new technologies and optimizing time to value

Executive Creative Director, Digital Filmmaking / Oryx Productions

2/2017 - 1/2019

Creative Director / Mellonaid Digital

3/2013 - 11/2015

Principal / Petrie Creative

10/2006 - 1/2019

Interactive Art Director / T3 (now Material)

1/2003 - 10/2006

EDUCATION University of Texas at Austin, B.F.A. in Design / Magna Cum Laude, GPA 3.9

KEY TECHNOLOGIES Full Adobe Creative Suite, Figma, Sketch, MarTech platforms (Sitecore, Adobe AEM), Full Microsoft C365 / D365 platforms, early adopter of AI Tools to streamline product and creative workflows (Co-pilot, Midjourney, etc), Blender, Logic Pro X (Music composition and production), Premier, After Effects

AFFILIATIONS, CERTIFICATIONS & AWARDS AIGA, American Marketing Association, Luma Design Thinking Workshop Facilitator, UXPA, IDXA, AAF, AIGA, AI Innovators Group Member, Lions Creativity Member, ASCAP Member, Various ADDY awards, published in HOW Magazine, PRINT magazine