



Melissa Kerr

UX Leader | Research-Led & People-Focused |
Executive MBA

Strategic UX leader with 15+ years of experience scaling digital products, transforming design organizations, and leading high-performing teams. Known for driving cross-functional alignment and delivering measurable business outcomes through research-led, customer-centered design.

EXPERIENCE

T-Mobile Corporation, Denver, CO

Senior Manager, eCommerce UX Design, September 2025 - Present

- Lead and scale a team of 17 designers and researchers, owning UX strategy and execution across 4 lines of business spanning T-Mobile and Metro, supporting postpaid and prepaid customers across mobile app and web platforms.
- Partner with senior leadership (VP, Sr. Director, SVP) across Product and Design to influence roadmap strategy, define new initiatives, and elevate design quality and execution.
- Transform the design function from a reactive, intake-driven team into a strategic partner to product and engineering, increasing predictability and accelerating time-to-delivery.
- Drive cross-functional alignment across research, design, and content, reducing iteration cycles and cutting escalations by ~60% through clearer upfront communication and shared expectations.
- Establish structured intake and operating frameworks and rebuild a fragmented team into a cohesive, high-performing organization, improving efficiency, strengthening cross-functional trust, and elevating design's role in roadmap planning.

VF Corporation, Denver, CO

Senior Manager, UX Design, March 2024 - September 2025

- Spearheaded the north star design strategy and execution for a high-stakes platform migration, transitioning seven brands onto Shopify under a compressed timeline.
- Created and scaled a cross-functional Experience Optimization team, delivering \$7.2M in revenue within 8 weeks by driving high-impact MVP design through rapid experimentation and stakeholder alignment.
- Delivered user-centered improvements across key touchpoints, balancing brand, technical constraints, and conversion goals.
- Directed a team of 5+ product designers, prioritizing inclusion, career growth, and psychological safety through accessibility certification, UX meetups, and internal mentorship.
- Collaborated extensively with product, engineering, and brand teams to prioritize features based on user needs, conversion data, and business goals.

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CORE COMPETENCIES

UX Strategy & Product Design
Design Operations &
Organizational Scaling
Design Leadership & Team
Development
Cross-Functional Leadership
(Product, Eng, Brand)
Research & Insights-Driven
Design

CERTIFICATIONS & EDUCATION

Executive MBA Candidate, Class of 2025

Quantic School of Business
& Technology

Accessibility for Designers

Deque University

Lean Six Sigma | Green, Yellow, White Belts

Educate 350

UI/UX Design Certification

Boulder Digital Arts

HTML, CSS & Web Design Circuit: 60 Hours

General Assembly

Dale Carnegie Course

Dale Carnegie Training

BS, Graphic Design

La Roche University

Principal UX Designer, January 2022 - March 2024

- Led and coached a team of 8 product designers across multiple global brands, aligning UX strategy with business goals and platform requirements.
- Collaborated with senior product and engineering stakeholders to define quarterly OKRs, prioritize roadmap initiatives, and deliver design solutions that balanced user needs with technical feasibility.
- Empowered designers to lead discovery and present research-informed concepts, fostering ownership, growth, and innovation across the team.
- Established consistent critique rituals, design playbacks, and cross-brand collaboration forums to enhance design maturity and foster shared practices within the organization
- Played a pivotal role in evolving the company's design systems and operational structure, bridging gaps between design execution and long-term platform scalability.

Senior UX Designer, August 2021 - January 2022

- Orchestrated the multi-brand expansion of Project Cabana, extending successful UX strategies to five additional brands including Timberland, Vans, Dickies, Altra, and Smartwool.
- Partnered closely with senior leadership, product, and engineering teams to operationalize UX best practices, streamline design delivery, and scale impactful improvements across North America and EMEA.
- Drove alignment on design standards and ROI-focused features, accelerating the adoption of shared frameworks and enhancing design efficiency.

UX Designer, April 2020 - July 2021

- Pioneered the initial launch of Project Cabana for The North Face, resulting in targeted UX enhancements that yielded \$4.8M in annualized revenue and a 143% ROI within just 3 months.
- Established a replicable model for UX-led revenue growth, laying the groundwork for future brand rollouts and multi-brand optimization.

Blindspt Consulting, Denver, CO

Art Director, September 2018 - March 2020

- Revamped the Team USA Olympic App with a strong focus on accessibility compliance, addressing active litigation risks, while developing a unified visual identity to ensure consistency across all marketing channels.
- Championed team culture through in-office and remote engagement initiatives.

Product Designer, UX Consultant, January 2018 - September 2018

- Led end-to-end design of Frontier Airlines' kiosk software, informed by contextual research at Denver International Airport.

Davita, Inc, Denver, CO

UI/UX Consultant, August 2017 - October 2017

- Collaborated with Creative Leads, Business Owners, and Developers to establish new task flows and design patterns for a tablet-focused patient portal.

Additional Roles

Senior Interactive Designer – Simpleview (A Granicus Company) | 2012 - 2017) What

Senior Graphic Designer – University of Arizona Institute of the Environment | 2009–2012

Adjunct Faculty – Southwest University of Visual Arts | 2009

Graphic Designer – University of Arizona HealthCare Partnership | 2007–2009

Senior Graphic Designer – Birch Studio Graphics | 2005–2007