

Gretchen Atwood

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Pac-12 Networks **2012-19** **Director/Sr. Director, Design & Research**

- Designed one of first broadcast TV-E apps for Pac-12 Network. Also created web, Apple TV, social experiences
- Used user data to create & enhance the most valuable parts of our site & apps. Doubled traffic to core areas
- Led company-wide research meetings that helped departments identify top opportunities. Company president called it his most valuable meeting of the week
- Hired/developed senior product designers & researchers
- Implemented new tools & processes to improve design efficiency & effectiveness

Consulting/Freelance etc. **2008-12**

- Led the large-scale redesign of all of Seattle Children's Hospital websites (w/Odopod)
- Turned PG&E home rebates list into interactive house that showed users what they could save (w/Razorfish)
- Prototyped mobile tax prep app (w/Busse Design)

Yahoo! **2002-06** **Design Manager**

- Led design teams for Yahoo! Travel, Finance, Sports, News, Games, Health.
- Used ethnographic research to discover & leverage key travel decision triggers (flight prices & desired experience) for Yahoo! Travel redesign
- Bundled fantasy sports stats tool with gametracker to create better product for fantasy sports users. Increased revenue \$1MM in 1st year

Red Sky Interactive **1998-2001** **Information Architect Manager**

- Managed team of UX designers for flagship sites and desktop apps for Nike, Lands' End, Absolut, Sutter Home, Kodak, and more

Skills

- Leading teams of ux and product designers and researchers
- Product strategy
- UX design
- Research
- Leveraging intersection of user needs & business goals
- Communication/presentation
- Product execution
- Team leadership
- Leveraging new design tools
- Experienced with many product development processes
- Certified scrummaster

Additional Roles **2007-15**

Book Author

"Lost Champions: Four Men, Two Teams, and the Breaking of Pro Football's Color Line" Published by Bloomsbury USA, 2016.

Partial Client List

- Nike
- Absolut
- Lands' End
- Seattle Children's Hospital
- Wells Fargo
- Thomas Weisel Partners
- Kodak
- PG&E
- Avaya
- Serena Software
- Wineshopper.com
- Sutter Home
- Miller Lite

Education

Stanford University

B.A. International Relations