

Janine Yagielski

Rochester, NY · 917-453-1536 · janine.yagielski@gmail.com · janineyagielski.com

User Experience and Design executive with 20+ years leading research, digital product strategy and design across logistics, financial services, commerce and media. Proven record of building data-informed UX practices, establishing content and design systems, and driving business impact through customer-centricity. Open to relocation, hybrid or remote positions.

CORE COMPETENCIES

- UX Research Strategy & Practice Building
- Content Strategy, Design & UX Writing Standards
- Voice & Tone Governance
- Generative & Evaluative Research
- Digital Product Strategy & Design
- Executive Stakeholder Influence
- Cross-Functional Team Collaboration
- Information Architecture
- Usability Testing
- Content Localization at Scale
- Interaction Design
- Collaboration with Agile Development Teams

AWARDS

- B2B & Transportation Standard of Excellence – DHL.com, 2022
- Best of the Web, Financial Services – First Niagara Bank, 2013
- Standard of Excellence – First Niagara Bank Redesign, 2012
- Standard of Excellence – Hillside Family of Agencies, 2011
- Peabody Award – Hurricane Katrina, CNN.com, 2005
- National Press Foundation Online Excellence – Elections 2004
- Online Journalism Award – Special Honor, September 11 Coverage
CNN.com received 50+ awards, 1998-2005

PROFESSIONAL EXPERIENCE

Managing Director, User Experience | Rivet CX Group

2017 - Present · Rochester, NY

- Build and evolve UX and content design practices across multiple organizations, from early-stage adoption to enterprise-scale maturity.
- Define product vision, build roadmaps, prioritize features, and validate opportunities by ensuring the customer voice is embedded throughout the product lifecycle.
- Develop and execute generative and evaluative research; present to executive leaders.
- Conceive and implement content strategy and content design standards.
- Lead cross-functional team UX team (designers, researchers, writers and developers) across multiple concurrent workstreams.
- Direct the creation of high-fidelity prototypes for approval and user testing.
- Key engagements include:

DHL.com – *Unified website for DHL business units, universal tracking & customer service*

- Led UX research, design and content strategy for the re-envisioned responsive site.
- Developed and executed content upgrade for 150+ localized country editions.
- Directed development of accessible visual design system and React prototype.
- Managed concept and usability testing of designs and functional prototypes.
- Develop operating model and training for site teams, including UX writing standards.

DHL Express – *DHL's international courier delivery service, ~€25B in annual revenue*

- Directed data-informed UX requirements and designs for new Guest Shipping application and My DHL Express, a reimaged digital product launching in 2026.

DHL Freight – *DHL's European Road Freight Division*

- Produced the initial product design for the My DHL Freight shipment creation and management application; Provided ongoing UX support for feature envisioning.

Clipsmash – *Downloadable video editing digital product, developed by Rivet CX*

- Developed user experience and brand strategy; collaborated with design, engineering and marketing through full product build and launch.

Senior UX Design Consultant | Wegmans Food Markets

2015 - 2017 · Rochester, NY

- Provided research-based strategic direction for major Mobile App redesign; directed design agency during full website overhaul.
- Authored majority of user stories for offshore Agile development team; contributed to UX for online grocery delivery launch with Instacart.
- Conceived and designed online cake ordering system; provided UX consulting across pharmacy and restaurant teams.
- Consultant, moved to employee.

EDUCATION

Colgate University

Bachelor of Arts

International Relations & Economics

Cum Laude · Honors in Economics

Forrester CX

CX Foundations Certification

TOOLS

Figma

Sketch

Photoshop

Microsoft Office Suite

Google Workspace

Respondent.io

UserTesting.com

Helio

Alchemer

Medallia Session Replay

Vice President, User Experience | First Niagara Bank

2011 - 2015 · Buffalo, NY

- Executive leadership role defining digital vision and securing resource support for a Digital Improvement Plan to modernize experiences across the digital portfolio.
- Relunched the sales website in six months — expanding self-service capabilities and establishing new UX writing and navigation standards.
- Defined and executed an Online Account Opening improvement plan that doubled conversion rate.
- Introduced User Experience practice to Online Banking product development and defined future state for Mobile Banking with a combination of external resources and internal team of four; implemented customer satisfaction tracking.
- Managed internal team of four and external design team of six.

Account Director, Client Services Lead | Catalyst

2007 - 2011 · Rochester, NY

- Designed and managed multi-channel marketing strategies for clients including Goodyear, Bausch & Lomb, Aetna and AAA.
- Authored brand experience strategy, business requirements and UX specifications.
- Directed client interaction with functional groups, including design/creative, technology and production.
- Collaborated with Data Analytics to deliver insights. Extensive multivariate, A/B testing.
- Manage client timelines and budgets to grow agency revenue and profitability.

Senior Product Manager | MTV Networks

2006 · New York, NY

- Conceived and designed web-based consumer service and internal management tools for VH1.com.
- Introduced user experience practices to the product development team, authoring concept statements, functional treatments, wireframes, information architectures, business requirements, use cases and user interface design specifications.
- Directed Search Engine Optimization program.
- Coordinated cross-functional communications with technical and business teams.

Head of Special Projects & UX Lead | CNN.com

1995 - 2005 · Atlanta, GA, New York, NY

Editorial & Content Leadership

- Directed content, creative, and technical production for all CNN.com Special Reports — including September 11, Hurricane Katrina, Iraq War, and Elections.
- Managed high-performing, full-time creative, and technical staff of 10.
- Editorial titles include: Associate Producer, Writer, Producer, Senior Producer.

UX Design & Research

- Directed cross-discipline (design, technology and marketing) teams on major site-wide initiatives, including site redesigns.
- Introduced wireframes, site maps and formal UX documentation practices.
- Coordinated research, hired and collaborated with Adaptive Path to develop user personas and leveraged feedback for site-wide product development.
- Directed and designed UX for election real-time results experience, including first county-level map visualization.