

A. Rheannon Spaulding

arheannon.com | a.rheannon.s@outlook.com | 253.414.8116

SUMMARY

Strategic systems architect, Operations, and CX/UX leader who identifies emergent risks in complex organizations before they cascade into failures. Known for architecting adaptive solutions that scale across technical, organizational, and user experience domains - from building machine learning systems from first principles to leading cross-functional teams through ambiguous problem spaces. 20+ years delivering data-informed solutions with data-validated business outcomes across Enterprise SaaS, news media, E-commerce, EdTech, HealthTech, FinTech, B2B, B2B2C, Construction, Insurance, Aerospace, and Humanitarian sectors.

Seeking Senior Leadership role where systems thinking, predictive insight, and strategic vision drive organizational resilience and 'cohesive experience' outcomes.

EXPERIENCE

INDEPENDENT UX CONSULTANT

MethodSense, Inc. | Apr 2025 – June 2025 | Morrisville, NC

Strategic UX consulting for regulatory compliance platform serving medical device inventors. Evaluated system architecture, conducted user journey mapping, and made recommendations for UI enhancements, AI integration, and custom design system components to improve workflow efficiency.

CREATIVE DIRECTOR AND PRODUCTS MANAGER

Revelation | Oct 2023 - Feb 2025 | Raleigh, NC

Led strategic advisory, operational transformation and portfolio coordination for international humanitarian startup. Instituted project management systems across organization, coordinated development of 4 products to functional prototype stage, and directed creation of comprehensive business plan for Sierra Leone government partnerships spanning 8+ sectors.

UX ARCHITECTURE MANAGER

Dow Jones | Aug 2022 - Jun 2023 | Cary, NC

Advised leadership on personalization strategy and systems standardization implementation across Consumer properties (WSJ, Barron's, MarketWatch, Mansion Global), managing distributed team while partnering with Product, Engineering, Marketing and Editorial.

CX/UX MANAGER AND SR. UX DESIGNER

Lenovo | Sept 2018 - Apr 2022 | Morrisville, NC

Led cross-functional design strategy for K-12, Higher Ed, and SMB products serving 1,100+ organizations and 470,000+ users globally, managing team of 6 designers and researchers while coordinating with Product, Marketing, Engineering, QA and Customer Success.

UX DESIGNER

Diveplane | Mar 2018 – Aug 2018 | Raleigh, NC

Early-stage startup, contributing to market strategy, brand development, and organizational foundation during pre-product phase of explainable AI platform development.

SR. UX DESIGNER

Dude Solutions | Jul 2016 – Mar 2018 | Cary, NC

Led design systems development and cross-team design standards while supporting 4+ agile development teams across maintenance management and internal operations tools.

INDEPENDENT CONSULTANT | SR. UX DESIGNER

Amazon | Jan 2016 – Jul 2016 | Seattle, WA

Designed consumer, 3P and warehouse experiences for four business units: Trade-ins, Rentals, Warehouse Deals, and 3P Sellers across desktop, web, and mobile platforms.

USER EXPERIENCE ARCHITECT

Mission Data | Apr 2014 – Dec 2015 | Puyallup, WA

INDEPENDENT CONSULTANT | SR. UX MANAGER

Posh Consulting | Jan 2014 – Apr 2014 | Redmond, WA

INFORMATION ARCHITECT AND SR. UX DESIGNER

Wire Stone | Sept 2010 – Nov 2013 | Seattle, WA

KEY PROJECTS & ACHIEVEMENTS

CROSS-FUNCTIONAL LEADERSHIP & STRATEGY

- Orchestrated data consolidation at Lenovo combining database, helpdesk, marketing, and UX analytics into unified reporting dashboards for business decision-making
- Developed 3-5 year personalization strategy for Dow Jones platforms with supporting research and insights (WSJ, Barron's, and MarketWatch)
- Partnered with marketing leadership throughout rebranding as key stakeholder ensuring brand continuation into product and email experiences. (Dow Jones, Lenovo, Wire Stone, and Mission Data)
- Coordinated omni-channel experience design ensuring consistency across product, support, marketing, and customer touchpoints. (Dow Jones, Lenovo, Amazon, Mission Data, and Wire Stone)

RESEARCH & STRATEGIC PLANNING

- Led Pendo analytics and product onboarding walkthrough implementation including tagging strategy and cross-departmental training (Lenovo)
- Conducted analytics analysis revealing gaps between client assumptions and actual behavior (Mission Data)
- Facilitated cross-functional co-design sessions for customer portal transformation, navigating competing stakeholder priorities and timeline pressures (Dow Jones)

DESIGN SYSTEMS

- Created standardized UX patterns across multiple agile teams to resolve bottleneck issues and increase customer adoption while collaborating with members of UX, Product management, Customer Success, and Engineering (Dude Solutions and Lenovo)
- Created Project Starter Kit to establish reusable documentation patterns for consistency across product and project deliverables (Dow Jones)

MOBILE & WEB

- Designed responsive web and native apps for Amazon's Trade-ins, Rentals and 3P Sellers
- Collaborated with business leaders and design team to create new information architecture, interaction design flows, and design patterns for native mobile and tablet ordering app (Papa Johns/Mission Data).
- Designed and collaborated with 3D artist and engineering to implement VR Classroom app launcher using Unity 3D on Android for unique guided education (Lenovo)

MACHINE LEARNING / ARTIFICIAL INTELLIGENCE

- Designed and architected a basic (AI) adaptive system for national e-commerce and multi-warehouse distribution client, creating machine learning logic for product recommendations and inventory prediction from first principles. (Wire Stone)
- Guided the future of news with personalization – utilizing AI to enable readers to receive news which aligns with their interests, educating the organization on implicit and explicit inputs while providing a 3-5yr strategy and initiated concept testing with a small pool of customers (Dow Jones)
- Built the architecture for a multi-tier AI social media platform aimed at encouraging a safe education-focused platform, creating project plans, working with engineering, building prototypes, and being the lead on submitting the grant for government assisted funding (Revelnation)

ENTERPRISE & COMPLIANCE SOLUTIONS

- Designed GDPR/CCPA compliant wireframes and prototypes meeting regulatory standards while maintaining brand consistency (Dow Jones)
- Created end-to-end customer journey mapping from acquisition through subscription lifecycle to surface strategy growth and pain-point conversations (Dow Jones)
- Built unified licensing system merging two products including 30-yr-old customer lifecycle (Lenovo)

DOCUMENTATION & DESIGN TOOLS

- Implemented WCAG AA compliance standards across multiple products, platforms, and organizations
- Designed call center tools decreasing call times through optimized workflows (Dude Solutions, True Blue)
- Created design documentation tools including hand outlines, cursors, and digital sticky notes for organization-wide use (Dow Jones, Lenovo, Dude Solutions, Wire Stone)

LEADERSHIP HIGHLIGHTS

- Built and managed design teams across product design, research, data analysis, and brand disciplines
- Directed design strategy across multiple product lines serving 470K+ daily users from 1.1K organizations (Lenovo EDU product)
- Led operational transformation initiatives including project management systems, cross-departmental analytics implementation, and company rebranding coordination
- Established cross-functional partnerships with Product, Marketing, Engineering, QA, Customer Success, and C-suite leadership
- Created organization-wide design systems and compliance standards (WCAG AA, GDPR/CCPA)
- Led distributed teams and cross-functional partnerships across multiple geographies including UK, Canada, Israel, India, and EMEA regions

CORE SKILLS

LEADERSHIP & CROSS-FUNCTIONAL COORDINATION

- Executive Communication & Business Impact Reporting
- Data-Driven Decision Making
- Workshop Facilitation & Stakeholder Management
- Design Team Building & Scaling
- Cross-functional Organization & Product Design Strategy
- Strategic Roadmapping & Business Case Development
- Engagement and Approach Advisory

SYSTEMS, DESIGN & ARCHITECTURE

- Systems Thinking & Emergent Risk Identification
- Organizational Systems Architecture / Operational Frameworks
- Internal Processes, Data Analysis & Implementation
- Design Systems Development
- Information Architecture, Branding, Visual Design & UI
- WCAG 2.0/AA + GDPR/CCPA Compliance

RESEARCH & ANALYTICS

- Business Impact & ROI Analysis
- User Research, Testing, & Journey Mapping
- Analytics Implementation
- Data Analysis

TECHNICAL CAPABILITIES

- Diagrams.net, Miro, & LucidCharts
- Multi-Platform Design (Native OS • Web • Mobile • VR • Smart TV/CTV • Multi-touch Surfaces • Email)
- Figma, Sketch, Adobe Creative Suite, HTML/CSS
- Agile/Scrum Methodologies (Certified)

EDUCATION

Book and Vocationally Trained. Obtained UX certification after 15yrs in the field, 1 credit short of UX Management Certification.

NN/g Certification | June 2022 | id: 1060338

Courses Passed:

- *Managing User Experience Strategy*
- *Lean UX and Agile*
- *Measuring UX and ROI*
- *Design Tradeoffs and UX Decision Frameworks*
- *Facilitating UX Workshops*

ADDITIONAL CERTIFICATIONS

w3schools certified: HTML & CSS developer

CompTIA A+ Certifications

LETTERS OF RECOMMENDATION

Letter of Recommendation for Rheannon Spaulding.

To Whom It May Concern,

I am pleased to recommend Rheannon Spaulding, with whom I had the opportunity to work during her time as a UI/UX Architect, Creative Director and Product Manager.

From the start, Rheannon demonstrated an outstanding combination of creativity, leadership, and collaboration. She consistently delivered highly intuitive screen designs and user flows that not only elevated the user experience but also provided clarity and direction to the engineering team. Her ability to translate complex requirements into elegant, user-friendly solutions was one of the driving forces behind our product's success.

Beyond her design and product management skills, Rheannon has a natural talent for leadership. She fosters open dialogue and encourages contributions from every team member, ensuring that diverse perspectives inform the final product. By creating an environment where ideas could flow freely, she helped spark innovation and kept the team energized and aligned.

Her collaborative style was particularly evident during cross-functional sessions, where Rheannon guided discussions with empathy and precision. She not only captured the voice of the customer but also balanced it with technical feasibility and business priorities. This ability to align creative vision with organizational goals is rare and invaluable.

Equally important, Rheannon is highly effective in stakeholder communication and alignment. She bridges the gap between design, engineering, and business leadership, ensuring that projects move forward with both user satisfaction and organizational objectives in mind.

In every project we worked on together, Rheannon proved to be not only a talented professional but also a trusted partner and motivator. I am confident that any team or organization fortunate enough to work with her will benefit greatly from her expertise, leadership, and collaborative spirit.

Please feel free to contact me at gcudak@revelnationent.com or 919-702-2816 should you wish to discuss Rheannon Spaulding's qualifications further.

Sincerely,

Gary Cudak, President Revelnation Enterprises Inc, and Principal Engineer, Lenovo

Aug 19, 2025

To Whom It May Concern,

I had the absolute privilege of reporting directly to Rheannon, and I can honestly say she is one of the most talented and inspiring leaders I've ever worked with. Her expertise in UX is matched by her creativity and ability to generate truly impactful ideas. She's not just skilled—she's a natural communicator who deeply understands people, often helping translate thoughts into clarity when others struggled to find the right words.

What stood out most to me was her ability to motivate and bring out the best in everyone around her. She has a rare gift for combining empathy with execution—always considering others while driving projects forward with precision and care. When she transitioned to her next chapter, she left behind a detailed playbook for product development within Scrum and Agile processes, which became an invaluable resource for the team.

Rheannon is thoughtful, considerate, and genuinely cares about her work and the people she collaborates with. She set the bar high, and anyone who has the chance to work with her will quickly see why.

Happy to answer any questions. My personal email address is jenstep137@gmail.com

Best Regards,

Jennifer Stephenson
Research & Executive Assistant

Heather Cudak
Human Resources
Revelnation
hcudak@revelnationent.com
August 27, 2025

To Whom It May Concern,

It is with great enthusiasm that I write this letter to recommend Rheannon Spaulding for any teaching or leadership position for which she may be applying. I had the pleasure of working closely with Rheannon at Revelnation, where she served as Creative Director and Products Manager and consistently demonstrated exceptional leadership, patience, and a remarkable ability to inspire and guide our team.

Rheannon possesses a rare combination of qualities that make her an outstanding leader. Her patience and understanding created a collaborative and inclusive environment where every team member felt valued and empowered. She had a unique ability to listen actively and ensure all perspectives were considered, fostering a culture of mutual respect and shared ownership. This approach not only strengthened team morale but also led to more thoughtful and effective decision-making processes. As a directional leader, she provided clear guidance while encouraging creativity and innovation. She skillfully balanced setting a strategic vision with empowering the team to contribute ideas, ensuring alignment with project goals. Her motivational skills were particularly noteworthy; she had a knack for inspiring the team to push beyond challenges, celebrating milestones and recognizing individual contributions in a way that kept everyone engaged and motivated.

One of Rheannon's standout contributions was her ability to equip the team with practical tools and methodologies to enhance collaboration. She introduced frameworks and techniques that streamlined decision-making, which enabled us to align on priorities and execute projects efficiently. Her mentorship not only improved our team's performance but also left a lasting impact on our professional growth. In addition to her technical and leadership skills, Rheannon brought a positive energy and unwavering commitment to excellence that elevated our work at RevelNation. Her ability to navigate complex projects while maintaining a supportive and inclusive team dynamic made her an invaluable asset. I am confident that she will bring the same dedication, leadership, and collaborative spirit to any role or organization she joins.

She has my highest recommendation, and I would be happy to provide further details about her contributions or discuss her qualifications. Please feel free to contact me at (919) 702-2784 or hcudak@revelnationent.com.

Sincerely,

Heather Cudak, Director Human Resources

Nielsen **Norman** Group

a world leader in UX design and research, awards this

Certificate in User Experience

to

A. Rheannon Spaulding

on 2 June 2022 in recognition of completing **30 hours** or more of rigorous user experience training, and passing the related exams. This status demonstrates a high level of dedication to UX education, and a strong commitment to the field of UX. The topics studied provide a solid foundation that rounds out personal, practical experience.

COURSES PASSED:

Managing User Experience Strategy
Lean UX and Agile
Measuring UX and ROI
Design Tradeoffs and UX Decision Frameworks
Facilitating UX Workshops

UXC# 1060338


Jakob Nielsen
Principal



For more information refer to: www.nngroup.com/ux-certification



Scan to verify

CERTIFICATE OF COMPLETION

This certifies that

A Rheannon Spaulding

has completed the necessary courses of study and passed
the W3Schools' HTML exams and is hereby declared a

Certified HTML Developer

with fundamental knowledge of web development using HTML, XHTML and CSS.

Issued October 22, 2009

Thomas Thorsell-Arntsen
for W3schools.com

Verify completion at
<https://verify.w3schools.com/10Y9IB2304>