

# SHERRY ROME

UX DESIGN AND STRATEGY LEADER

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## SUMMARY

Experienced digital user experience leader with demonstrated success in delivering revenue-generating user-centered designs and strategies that meet business and strategic goals. Directed end-to-end UX/UI for B2B and B2C global solutions. Managed and motivated results-oriented teams in a fast-paced, global environment.

## SKILLS

- UX/UI Strategy and Vision
- User-Centered Design
- User Research and Analysis
- UX Governance
- Visual Design Management
- Team Leadership
- Stakeholder Collaboration
- Product Management

## PROFESSIONAL EXPERIENCE

DHL Express | Phoenix, AZ | 2005 - 2024

### Vice President, Digital User Experience

2019 - 2024

Directed UX/UI, roadmap, strategies and teams for the global shipment management solution (€10+bn annual revenue).

- Managed team of 12, directing UX/UI, website enhancements and web production
- Oversaw UX customer research, analysis, data-driven designs and usability testing
- Communicated UX/UI vision and concepts to executive stakeholder
- Managed UX agency and design teams
- Established cross work stream collaboration and coordination for successful roadmap development and deployment planning
- Directed content strategy, creation and content management system
- Led integration of UX design and content management governance models into application development process
- Established UX Center of Excellence and supporting processes, documentation and guidelines

**KPI Revenue** – UX design recommendations resulted in additional €70+m revenue in value-add services over initial 2-year period

**KPI Efficiency** – 75% increase in content publishing time-to-market

**KPI User** – Improved digital customer satisfaction in key metrics against competitive set

### Senior Director, Global E-Commerce

2014 - 2019

Directed UX, content strategies and teams for global corporate website and shipment management solutions. Led UX/UI for convergence of 12 applications into new global shipping application. Managed implementation of customized version of Adobe Experience Manager (AEM) software.

- Managed team of nine, directing UX/UI, website enhancements and web production
- Oversaw UX customer research, analysis and usability testing
- Delivered wireframes, mock-ups, storyboards, experience flows and prototypes to establish user interface design and architecture
- Managed UX agency and design teams
- Collaborated with product and program managers, business stakeholders and UX architects/engineers
- Directed content strategy, creation and content management system
- Established UI style guide and content guidelines for global shipping application

**KPI Process** – Established unified UX and content strategy discipline for global shipping application

**KPI Cost** – Reduced 12 content maintenance systems and licensing costs to one centrally managed global CMS

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DHL Express | continued

## Director, Global E-Commerce

2007 – 2014

Directed UI design, content strategies and teams for global corporate website (dhl.com). Managed design and launch of first cross-divisional corporate brand site. Led and implemented centralized website authoring governance model.

- Managed team of seven, directing UI design, website enhancements, content creation, CMS and web production
- Delivered mockup-ups and click models to illustrate interface design
- Facilitated design testing
- Managed design agency and consultants
- Collaborated with product and program managers, business stakeholders and IT teams
- Trained and managed website consultant and copywriting teams
- Established UI style guide for corporate marketing and campaign microsites

**KPI Brand Awareness** –Dhl.com launch resulted in a cohesive, single web domain and unified brand presence for all DHL divisions

**KPI Cost**– Centralized content maintenance model resulted in €1.5+m annual reduction of content maintenance costs

## Program Manager, Global E-Commerce

2005 – 2007

Managed global website hosting platform and content maintenance system. Led website convergence project, migrating 150 locally hosted sites onto global platform.

## ADDITIONAL WORK EXPERIENCE

Best Western International | Phoenix, AZ

### Project Manager, E-Commerce Domain

Planned and managed key strategic initiatives for global consumer hotel booking, loyalty and group sales websites.

### Manager of Websites

Managed global consumer hotel booking and loyalty websites, third-party partner booking site data distribution and business lead for proprietary booking engine and integrated mapping projects.

### Brand Identity Representative

Managed brand identity compliance program and vendor marketing designs.

## EDUCATION

Arizona State University, Tempe, AZ

Bachelor of Science (BS), Studio Arts and Design, 60 credit hours completed