

Alyse Kunze

User Experience Designer

👤 Profile

Driven, passionate, and perceptive professional with extensive experience in the design and implementation of strategies dedicated to enhancing user experience. Proven expertise in leveraging human interactive solutions to establish brand loyalty, contributing to revenue increase and top-line growth. Adept in forming deep cross-functional partnerships to resolve customer pain points and propel organizational growth. Demonstrates proficiency in executing effective strategies, delivering outstanding performance, and excellent verbal, written, interpersonal, and communication skills

📁 Employment History

Senior Specialist, Digital Optimization at JoAnn Stores, Hudson, Ohio

July 2023 — Present

- Entrusted by the leadership with cross-functional responsibilities and managing customer feedback. Proficient in front-end and back-end Salesforce competencies.
- Serves as the team lead to collaborate with the Customer Experience Team on Mockups and website testing.
- Partners with the IT team and project owners for efficient purchasing solutions through Joann.com and the store app.
- Develop and implement day-to-day promotions and coupons to be featured on the store's digital platforms.
- Actively participates in routine Scrum calls and sprint releases under the Agile framework.

Senior Analyst, eCommerce Operations at JoAnn Stores, Hudson, Ohio

June 2021 — July 2023

- Work in coordination with IT partners and Project owners to implement and resolve customer friction points in their purchase journey on Joann.com and the Joann App
- Manage and execute day-to-day promotions and coupons for Joann.com and the Joann App
- Monitor and mediate customer issues via the customer feedback tool, and present the team with improvements to the user experience to help mitigate the issues
- Participate in daily scrum calls and sprint releases following the agile framework

Digital Marketing Specialist at Summit Racing, Tallmadge, Ohio

April 2019 — June 2021

- Maintained and created new email automation that spanned across multiple digital channels to present the Summit customer with the best experience both in-store and online.

Details

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Skills

Interactive Design

Design Thinking

Prototyping

Data Analysis

Agile Project Management

Digital Marketing

- In addition to working full-time as the digital specialist, I also worked additional hours packing orders and serving customers for over a year in the warehouse in Tallmadge.
- Lead the search and implementation for the new email service provider within a month's time.
- Assisted the IT team in launching a new shipment tracking software to reduce the amount of where-is-my-order (WISMO) calls that frequently overwhelmed the call center.

Email Marketing Specialist- Kay Brand at Signet Jewelers, Fairlawn, Ohio

May 2017 — April 2019

- Managed day-to-day email strategies and execution
- Partnered with outside vendors to enhance personalization for customer journeys in the fine jewelry buying process
- Continuously ran testing strategies to learn new ways of approaching the life cycle journey within the fine jewelry category

Account Manager at Ignition One , Akron, Ohio

May 2015 — January 2017

- Worked with key marketing partners at Dollar General, Sundance Catalog, Seamless/Grubhub, and Fender Guitars.
- Met day-to-day email execution and also provided the client with the full breadth of services from Ignition One's Audience Console.
- Including abandon cart, abandon browse, website personalization and predictive modeling, and custom reporting dashboards.

Digital Ad Planning Specialist II at JoAnn Stores, Hudson, Ohio

March 2013 — May 2015

- Managed all projects pertaining to the multichannel focus.
- Created documentation to consolidate assets requested from teams to streamline processes
- Provided guidance and strategic suggestions for digital ad placement for creative tactics
- Helped guide and collaborate with the Omni-Channel team to generate new template ideas, explore homepage capabilities, email improvements and other digital tactics to provide the Jo-Ann customer with the best digital experience.

Education

Master of Science, Kent State University, Kent, Ohio

January 2022 — December 2023

Majoring in User Experience Design

Bachelor of Science, Kent State University, Kent, Ohio

August 2008 — May 2012

Majoring in Advertising with a Minor in Marketing

Dean's list May, 2012