Heather R. Buchanan

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HIGHLIGHTS

Customer Experience Professionals Association (CXPA) Member
Certified Customer Experience Professional (CCXP)
Issued March 2023 - Exp. March 2025
Credential ID 000-3014

EXPERIENCE

Customer Experience Strategist

Sagepath Reply, Atlanta, GA — Sept. 2021 - Present

Leading CX practice, guiding clients through CX maturity assessments, develop Voice of Customer programs to inform digital transformation, marketing, and overall CX roadmap of continuous improvement. Knowledgeable in most major CX platforms; Qualtrics, Medallia, Forsta, InMoment, and QuestionPro

Principal UX Designer

NextEra Energy, Juno Beach, FL — July 2019 - Sept. 2021

Guided UX process through multi-year initiative, defining UX architecture and persona-based designs through UX research for the Nuclear business unit's work management platform containing 9 applications to achieve 23MM in cost savings. Led team of 9 UX designers across 8 work streams.

Lead UX Designer & Content Strategist

Vertafore, Atlanta, GA — Oct.2017 - July 2019

Experience design lead for ImageRight, Vertafore's enterprise document management and workflow solution. Facilitated research, provided design and experience guidance to inform the development of SaaS application, delivering 100% of UX/UI commitments during the 2018 program increment schedule.

UX Design Lead

Sagepath, Atlanta, GA — June 2016 - Oct. 2017

Client-facing and cross-functional collaborator as design lead in digital experience agency setting. Provided end-to-end engagement support, from client kick-off, strategic planning, interviews, surveys, site visits, and competitive audits to customer journeys, information architecture, sitemaps, task flows, wireframes, content, and loyalty structures.

Professor of Graphic Design

Savannah College of Art & Design, Atlanta, GA – Sept. 2008 - Mar. 2016

Guided hundreds of students through complex design projects, from user-center research and strategic planning to digital implementation techniques of digital and print bound deliverables in undergraduate and graduate level courses.

EDUCATION

Leadership & Management
Degreed Learning, Online — 2020-2021

AI/ML, IoT, Data, UX Courses
LinkedIn Learning, Online — 2018

UX & IA Workshops
General Assembly, Atlanta, GA — 2015

Master of Fine Arts, Graphic Design
Miami International University, Miami, FL — 2005

Bachelor of Science, Graphic Design
The Art Institute of Ft. Lauderdale, FL — 2005

Awarded NextEra Energy's 2021 CIO Award

Led UX team through the digital transformation of electronic work package application to leverage robotic process automations and AI/ML to dynamically improve highly regulated corrective and preventative work processes.

Winner of NextEra Energy's 2021 HackWeek Challenge

Led UX for a persona-driven product to capture homeowner/home data and query public databases to better inform cost estimations in generated leads for HVAC repair/replacements.

Winner of Vertafore's 2018 AI/ML Challenge

Led UX research discovery for AI/ML initiative use cases, in partnership with Amazon, to design automated policy renewal risk assessment application for insurance carriers.