

Joanne Toll

Designing scalable products that improve people's lives

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EXPERIENCE

Senior Director of UX & Design

Persona Nutrition | 2021 - Present

Set the UX strategy for the company and champion the overall customer experience. Improved conversion rates by over 150bps and increased annual revenue by over \$1.5million. Established a lean UX process emphasizing rapid experimentation and AB testing.

Senior UX Designer

Persona Nutrition | 2019 - 2021

Drove product design from concept to release. Redesigned the customer portal and reduced customer support calls by 25%. Conducted user research, built designs and prototypes backed by data, tested and iterated to find the best solution for customers and the business. Became a relentless advocate for the customer.

UX Designer

Freelance | 2016 - 2020

Drove customer-centric web / mobile designs for clients in the PNW. Created user flows, wireframes, and prototypes. Managed multiple projects meeting strict deadlines while exceeding expectations.

Chief Operating Officer

ShadowFactor Software | 1997 - 1999

Founded software engineering company that created voice IP software. Sold to Microsoft.

MY PHILOSOPHY

Designers are not users; stakeholders are not users. Never forget who you are designing for.

MOST PROUD OF



The team I built at Persona

I led the UX team to implement design changes that doubled conversion rates.



Mentoring Junior Designers

I mentor other designers from LWTech and received the Distinguished Alumni award.



My daughters

I am raising the future generation of female tech leaders!

ATTRIBUTES

Qualities colleagues endorse

Product Design

Collaboration

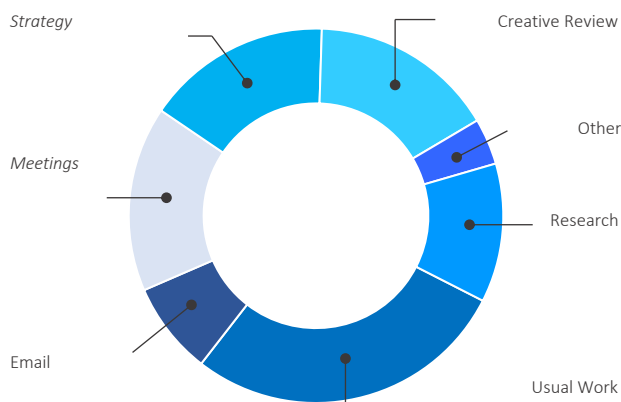
Impact-Driven

Personal areas of growth

Delegation

Pushing boundaries

HOW I STRUCTURE MY TIME



EDUCATION



Bachelor Degree | Mathematics

University of Waterloo | Waterloo, ON



Associate Degree | Digital Design & UX

LWTech | Kirkland, WA

CERTIFICATIONS

