

KORY CHECCA

(704) 799-5249 | korymchecca@gmail.com

//// EXECUTIVE SUMMARY ////

With over 15 years of experience in Product Management, UX Design, and Customer Research, I have a proven track record of creating impactful and delightful experiences that drive business outcomes and customer satisfaction. I am passionate about solving complex problems, leveraging data and insights, and fostering a culture of creativity and collaboration.

- A hands-on leader who has built successful Product & UX functions in both small and large organizations - with a strong ability to foster growth and maturity of a Product team.
- Successfully crafted collaborative organizational structures, enhancing team dynamics and productivity.
- Defined guiding principles and processes, establishing style guides and component libraries for systematic and intentional design.
- Led Product and Design teams using effective product management methodologies, resulting in improved project execution and heightened stakeholder satisfaction.
- Spearheaded customer-centric initiatives, driving a culture of excellence in customer experiences across the organization.

//// WORK HISTORY ////

DIRECTOR OF USER EXPERIENCE | NASCAR | February 2024 - January 2025

- Lead the vision, strategy, and execution of digital product initiatives that enhance user experiences across NASCAR's 60+ digital products, ensuring alignment with overall business goals and Fan engagement.
- Oversee the UX design processes including user research, usability testing, and data analysis to inform product development, ensuring products meet the needs and expectations of NASCAR fans.
- Collaborate closely with engineering, marketing, and editorial teams to drive the product development lifecycle, fostering effective communication and teamwork to deliver high-quality digital experiences.

SENIOR MANAGER - CUSTOMER JOURNEY | Wells Fargo | June 2023 - February 2024

- Utilize performance analytics and insights to continuously monitor, assess, and refine digital products, driving iterative improvements that boost user satisfaction and engagement within the card servicing products.
- Developed and executed a comprehensive user research strategy for digital customers, including surveys, interviews, and usability testing, to gather insights that informed product development and optimized high-risk areas of customer engagement.

VICE PRESIDENT OF PRODUCT DESIGN | Custom Ink | December 2019 - January 2023

- Led a cross-functional team of UX designers, researchers, and product managers to enhance the overall user experience, resulting in a 15% increase in customer satisfaction scores over two years (for our most loyal and lucrative repeat business).
- Spearheaded the creation of the Custom Ink Order Management application implementing service design UX principles to build an internal tool that improved order processing efficiencies - reducing both order touchpoints and time to ship (by 36 hours) on 85% of custom orders.
- Championed the integration of accessibility standards across all digital platforms, ensuring inclusivity for users with disabilities and enhancing brand reputation in the industry.

SENIOR DIRECTOR OF PRODUCT & DESIGN | Lowe's Home Improvement | Sept 2013 – May 2019

- Led the strategic direction for product management and user experience design, overseeing the successful launch of multiple digital platforms (both Customer and Employee facing) that increased online sales from \$850M in 2013 to \$7B+ in 2019.
- Drove cross-departmental collaboration, systematic design, and agile methodologies, optimizing workflows teams, which led to a 15-30% reduction in development timelines for key product features.
- Championed initiatives to integrate emerging technologies, such as AR into the shopping experience, adding innovative experiences for DIY Customers to combine products and styles virtually in your room - positioning Lowe's as a leader in the home improvement retail space.

SENIOR UX ARCHITECT | ESPN Disney | December 2011 – April 2013

- Spearheaded the design and implementation of innovative user experiences for international ESPN platforms, tailoring products to meet diverse cultural needs and preferences across multiple regions.
- Collaborated with product, engineering, and marketing teams to define product vision and strategy, ensuring cohesive execution of UX initiatives aligned with ESPN's global market goals.
- Conducted extensive user research, interviews, and usability testing with international audiences to gather insights that informed business opportunities, product strategy and design decisions.

LEAD USER EXPERIENCE ARCHITECT | Mintz & Hoke | October 2010 – December 2011

MANAGER - BUSINESS INTELLIGENCE | Travelers Insurance | September 2008 - May 2010

MANAGER - INSTRUCTIONAL DESIGN | Travelers Insurance | May 2006 - September 2008

///// EDUCATION /////

BACHELORS OF ARTS - HISTORY & THEATRE

SIENA COLLEGE, Loudonville, NY