

WILL SANSBURY

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DELUXE CORPORATION

Director of User Experience

July 2015 to present

- Established User Experience team to introduce user-centered research and design practices to the Financial Services segment
- Created custom style guide and design system to enforce design coherence across broad portfolio of acquired products
- Developed and published a series of User Experience Toolkits that enable teams without a dedicated user experience practitioner to minimize bias in their user research, create ad hoc personas, understand user journeys, hold design studio (charrette) sketching workshops, and conduct usability evaluations (heuristics and usability testing)
- Introduced theme-based roadmap practices to the product management groups and developed a common system for creating, documenting, and collaborating on roadmap themes, which allowed all team members to connect their work to broader strategy
- Instituted system for monthly operations reviews that requires every product leadership team to examine and report common KPIs that cover sprint performance, product quality, team morale, product management effectiveness, and progress on key transformations for each product (such as adoption of continuous integration or automated regression test coverage)
- Spearheaded the creation of a set of organizational values that set the expectation for our organization and gave team members a way to recognize those who modeled the values and hold accountable those who deviated from them
- Introduced OKRs to the Financial Services segment to replace ineffective annual goal-setting process

DAXKO

Director of Product Strategy & Design

November 2012 to July 2015

- Transitioned company from hyper-focus on individual customer needs to a broader market focus
- Increased transparency with customers by moving from inflexible once-a-year roadmaps to publicly accessible theme-based roadmap that was updated monthly
- Created an internal incubator program that leveraged Lean Startup principles to rapidly explore and validate new product ideas
- Participated in due diligence and negotiation of terms for partnerships and acquisitions
- Oversaw integration of acquired products
- Created *The League of Extraordinary Leaders*, an internal leadership forum where all people leaders openly discussed issues the company was facing, leading to decreased perception of power distance between the executive leadership team and other leaders

Interim Product Manager, Daxko Engage

April 2012 to November 2012

- Assumed responsibility for a failing new product initiative that was forecasting over fourteen months to market after more than two years of active development
- Reassessed scope, discovered MVP product, and delivered to early adopters within four months

Design Manager

November 2010 to April 2012

- Established a user experience design team by teaching existing business analysts how to conduct a user-centered design process
- Worked with Jeff Patton to introduce Balanced Team concepts to product ownership, dramatically improving the relationship between the software engineering and product management teams
- Championed innovation by creating Daxko Lab Days—three-times-a-year innovation sprints during which our teams took a week off of roadmap work to self-organize around projects of their own design, resulting in multiple new product opportunities

KODAK DENTAL SYSTEMS (NOW CARESTREAM DENTAL)

Interaction Designer

March 2010 to September 2010

- Led research and design to create a next-generation clinical dental charting application intended to replace and consolidate several similar products
- Conducted extensive ethnographic research in dental offices around the southeastern United States
- Provided annotated designs and documentation to a Shanghai-based development team

SILVERPOP

Product Usability Specialist

September 2009 to March 2010

- Designed an internal application that streamlined customer on-boarding from a manual process taking more than two weeks to a semi-automated process taking less than ten minutes
- Championed better design practices by teaching design studio method to the design and product management teams

IPSWITCH

Information Architect

January 2009 to November 2009

- Designed Web, Windows, and mobile interfaces for the WhatsUp Gold network management suite
- Developed and served as a virtual host for an online user community
- Led four development teams in continuous process improvement as a Scrum master

Senior Information Developer

December 2003 to January 2009

- Developed end-user documentation and online help systems for WS_FTP, IMail, and WhatsUp Gold product lines
- Introduced content reuse to the documentation workflow, resulting in 35% reduction in translation costs
- Transitioned usability testing from expensive external vendor to internal effort, enabling us to increase amount of testing we could afford by twentyfold

OTHER ROLES

- **Web Designer** at PowerServe International, July 2001 to December 2003
- **Owner/Web Developer** at Mental Soup, August 1999 to July 2001
- **Web Design Manager** at MetroQuest, June 1997 to August 1999
- **Web Production Artist** at GlobalNet International, October 1996 to April 1997

EDUCATION

Augusta State University — English Literature/Communication, 2002

CERTIFICATIONS

- Certified Scrum Master
- Certified Scrum Product Owner

AWARDS & HONORS

- **Deluxe Thought Leadership Academy**, 2016 – Selected by the CEO to be one of twenty employees to participate in an annual leadership development program for promising leaders
- **Daxko Achievers Club**, 2014 – Awarded an all-expense-paid vacation in recognition of my success in taking Daxko Engage to market and growing its revenue to more than \$1M within six months
- **IA Summit**, 2012 – Invited to present at the international conference for information architects
- **Society for Technical Communication Summit Program Committee**, 2011 – Curated the Usability and Accessibility track of this international conference
- **Society for Technical Communication Summit**, 2010 – Presented and taught workshop on user-centered design practices for technical communicators
- **Distinguished Award, Society for Technical Communication**, 2010 – Selected for top honors in technical writing competition