Sonya Faith Warren

**DIRECTOR OF UX, PRODUCT OWNER**

Dallas, TX 75214 faith@faithwarren.com <https://faithwarren.com>

# Summary of Work Experience

Operational leadership for teams of IA, BA, QA, Designers, PMs, and Developers utilizing JIRA, Azure and Confluence, Aha, AGILE, Scrum and SAFe methodologies. I consulted with C-Level Executives for determination of the best software to custom engineer or buy for SEO, CRN, CMS, Marketing, and Analytics as well as Branding and Marketing techniques to reach broader industries. Managed a Customer Portal as Product Owner for a Cloud and Hybrid IT company. Process Responsibilities, by working on outlining what business process needed improving. Handled vendor management both scale and costs, budget and analysis for vendors and departments. Profit and loss analysis on managed teams. Monitored the net income versus income after the resources and vendors costs were allocated. Building up teams is what I do! Positive personality and can speak to any level in the organization. Let’s build something great together!

# Work Experience

## Senior Product Owner

DataBank Holdings

05/2021 – Present

I was challenged to help DataBank productize and sell BareMetal as a Service (BMaaS) at a Data Center level to their fortune 500 customers. I had to re-validate and learn everything about the product that failed to launch for 18 months with various Product Owners. I successfully lined up the necessary resources, orchestration software, even resellers, hardware costs and agreements with Dell. This product was set up to successfully launch when I left. Launching the product was the goal, and in this I was successful. Product Owner jobs are occasionally seasonal, because as soon as you launch something sometimes the company decides they can handle it from there.

## Senior Portal Product Owner

Flexential, Inc.

04/2021 – 02/2023

I was challenged to help Flexential "Flex" and make a very cool "Customer Xperience Platform" where IT Administrators and Infrastructure administrators could go online and visualize their power, bandwidth utilization down to the PDU, custom name their cage, cabinets, racks, and ports to do cross connects. All this while viewing their many disparate applications they use for BaaS, DRaaS and Cloud services in a single pane of glass. Where they have more visibility into what is going on in their Hybrid IT Infrastructure. I was glad to be a part of this amazing team of individuals that helped me realize this dream for Flexential.

## PORTAL PRODUCT MANAGER

CBRE

7/2020 – 11/2020

In this role I worked on the Service Insights team to "modernize" the application and all the peripheral applications that plug into it. It is basically a facilities management software that had things bolted on over time and evolved to be a big monolithic application that isn't the most user friendly. The goal is to rebuild the application using User Centered Design Values. They also wanted to design it in such a way it would be software they could resell. SaaS. I worked with the Business (CIO, Board and Director level) and Product Owners to pick pivotal modules that were the backbone of the application to be modernized using UX User-Centered Design Practices with focus groups representing the users.

## DIRECTOR OF UX, DIGITAL MARKETING & SEO

AMERICAN FIRST FINANCE

05/2017 – 08/2018

Implemented many initiatives; the corporate website, mobile consumer payment portal (decreased calls into the call-center by 60%), decreased consumer collections by 30%. When looking into P&L I determined an email and ad campaign was needed that prevented +20 million of the portfolio from going to collections. Using the SEO team, we expanded the portfolio into new Industries resulting in +47 million in portfolio growth. I started out with a team of 3 that grew to a team of 90 and segmented them into separate teams with managers seeking guidance from me. Legal and Compliance for Social Media and Ad Campaigns, QA Department for Testing, put a UX Manager over UX Resources, and additional Developers that formed teams of about 20 FEDs, 10 AS400 Developers, and 5 BIG DATA Analytics analysts.

## LEAD UX TEAM MANAGER SOUTH CENTRAL USA

AVANADE (Avanade Bought a UX Consulting Company and I worked more on ACCENTURE projects)

05/2016 – 05/2017

There is a whole arsenal of CRM, SEO and CMS Applications and Analytics Tools and practices that I bridge to be effective. I have experience architecting and planning new processes for business enterprises in the digital space. Can take the 10,000 ft view and break it down into simple user experiences that translate to faster user adoption, expanding into new markets and educating fortune 100 companies on SEO practices. At Avanade as a Team manager, I could be managing multiple teams of 3-30 people in different states, and 100 off-shore developers or more depending on the project for very large companies that have big logos.

## SENIOR UX PRODUCT MANAGER & SME

MARKET6, INC. (Did not want to relocate to Chicago when asked after I was fully vested)

01/2013 – 01/2016

Responsible for the Digital Strategy for their brand of products. Lead the efforts to improve user experience for their BIG DATA SaaS start-up. It was a multifaceted BIG DATA application, managing in store inventory, warehouse inventory, ad sales, forecasting and vendors were able to access it to see how their brands were doing across Kroger nationally. Initially a start-up that grew to where I had 5 teams of 20-30 people per team on each product line.

## LEAD UI/UX MANAGER: UX ARCHITECT & ENGAGEMENT MANAGER

PERFICIENT (Was a consultancy that laid me off for lack of contracts)

08/2010 – 05/2012

As a part of the National User Experience Practice, I was engaged as a Team Manger (I handled Budget and P&L) on several top fortune 100 projects for widely different user bases and industries. Touch screen POS applications, and Business-to-Business applications, even websites that worked in tandem with mobile and tablet technology. I worked on brute force SEO and data rich applications for companies managing properties across the world. I was even installed at Fossil as Director of New Development. I sprinted ahead implementing Google Analytics tags and triggered APIs to track site clicks to move popular items to the top page. Once that was accomplished Fossil handed me every website they owned to improve upon.

# Skills

Product Owner (15 years), UX Director (5 years), UX Principal (7 years), IDX (15 years), UX Director UX Manager (15 years), Business Requirements (25 years), Budget (15 years), Metrics (15 years), IoT (5 years), Digital Marketing (10 years), UX (25 years), Product Owner (15 years), Product Manager (20 years), SEO (20 years), Digital Media (20 years), Marketing (20 years), Branding (20 years), SCRUM AGILE (15 years), SAFe (20 years), PMO (15 years), Consulting (25 years), Management (15 years), User Experience (25 years), P&L (25 years), Budget (25 years), Process Responsibilities (25 years), Process Diagrams (25 years), Business Process Improvement (25 years), Requirement Writing (20 years), UAT Testing (20 years), User Testing (15 years), Application Engineering (25 years), SaaS (25 years), Web Development (20 years), Web Application Engineer (25 years), E-commerce (25 years), Web Design (25 years), Web Services (20 years), Software Development (25 years), Interaction Design (25 years), Social Media (15 years), Mobile Devices (15 years), Content Management (25 years), Web Analytics (20 years), Mobile (15 years), CMS Applications (20 years), NetSuite (15 years), Epicor (1 years), CMS (25 years), SalesForce (3 years), ServiceNow (2 years),Tableau (5 years), G4 Google Analytics 4 (1 year), Google Analytics (7 years), SharePoint (15 years), SQL (20 years), SQL Server (20 years), Oracle (10 years), Apache Server (20 years), Application Development (25 years), Sitecore (10 years), AEM (4 years), Azure (5 years), JIRA (5 years), Figma (2 years), Axure RP (15 years), Mobile First (10 years), Responsive Design (15 years), User Centered Design UCD (15 yeas), Market Research (20 years), iDays(15 years), UAT User Testing (15 years) BaaS (2 years), DRaaS (2 years), Colocation (2 years), Cloud (2 years) HybridIT (2 years), Interconnection (2 years), Hybrid IT Cloud & Colocation Monitoring Visualizations (2 years) Certified Scrum Product Owner CSPO (3 years)

# Additional Information

Direct and manage program development and implementation, including budget planning preparation, business requirements and measurement metrics. Define project scope, goals and deliverables that support business goals in collaboration with cross-functional and cross-operating company teams. Program management and development, including enhancements to customer experience and operational efficiency. Present project updates and status to stakeholders including Executive Management.

A seasoned veteran with over 25 years of leadership and management experience building applications across a plethora of platforms and industries. A thought leader with experience in formulating a vision, outlining strategy and leading teams that transform vision into execution. Unique skillset and experience as CMO, CXO, PM, PO, CX Team Lead and UX Director in a wide spectrum of industries. Proven history of building highly complex, highly scalable solutions across multiple product lines with a high degree of quality, scalability and reliability. Demonstrable performance in meeting aggressive deadlines and financial commitments while taking calculated risks with new and unproven technology and maturing organizations. Well-rounded highly likable personality with a keen sense of community and social responsibility in addition to corporate responsibility.

# References

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |
| Brian Czajkowski | Scott Roush | Cameron Fuller | David Taylor | Nitin Krishna | Kevin Hahn |
| CIO  | UX Principal  | Principal III | Robotics Engineer  | Product Owner  | DB Admin |
| Peco Facet | Pariveda Solutions | Catapult Systems | UTD Dept. | Flexential, Inc. | Flexential, Inc. |
| 940-445-4969 | 214-403-3270 | 972-242-8753 | 214-435-3580 | 484-632-3614 | 303-562-5448 |
| Email Brian Czajkowski | Email Scott Roush | Email Cameron Fuller | Email David Taylor | Email Nitin Krishna | Email Kevin Hahn |
|  |  |  |  |  |  |
| Frank Casey | Sheena Abbate | JohnJoe Knotter | Karen Lesak |  |  |
| VP CMS Product | SHI Sales VP | Dell Sales VP | Sales VP |  |  |
| Flexential, Inc. | SHI Reseller for Dell | Dell Americas | MetalSoft Inc. |  |  |
| 610-207-9808 | 206-719-2159 | 580-399-9784 | 312-420-7088 |  |  |
| Email Frank Casey | Email Sheena Abbate | Email JohnJoe Knotter | Email Karen Lesak |  |  |