
Catherine (Cat) M. Brunson

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[LinkedIn Profile](#) | [Digital Portfolio](#)

FULL SPECTRUM DESIGN EXPERIENCE STRATEGY & GROWTH DELIVERY

Transformational and human-centered Human Experience Innovation (HXI) and Customer Experience (CX) integrator with over **25+ years of experience** pioneering end-to-end website customer journeys, voice-of-customer (VoC) programs, agentic AI and data-driven digital transformations for Fortune 50 enterprise retailers, healthcare, IoT, e-commerce and high-tech startup SaaS platforms. Proven track record of cross-functional team leadership, steering complex digital goals, and translating deep customer insights into multi-million-dollar business outcomes. Expert at procuring, implementing, and scaling stack level CCaaS, AI value tool adoption, UX practices and analytic operating models that optimize key touchpoints, recover lost revenue, and maximize customer lifetime value.

CORE EXPERTISE & TOOLS: A CONVERGENT DOT CONNECTOR

- **CX Disciplines:** CX Strategy & Governance, End-to-End Journey Mapping, Voice of Customer (VoC) Programs, Omnichannel Analytics, Digital Transformation, Behavioral UX Research, Testing & Audits, User Experience (UX/UI) Design Strategy, Closed-Loop Feedback Resolutions, Incubators for Workshops, Prototype Testing and Innovation.
- **Metrics & KPIs:** Net Promoter Score (NPS), Customer Satisfaction (CSAT), Customer Effort Score (CES), First Contact Resolution (FCR), Customer Retention & Loyalty (AHT, CVR, AOV), Business Intelligence (BI), Usability Testing (HCI), Voice Sentiment Analysis.
- **Enterprise Platforms & CCaaS Stack:** Medallia, Qualtrics, InMoment, NICE, Confrimit, ForeSee, OpinionLab, Mopinion, Clarabridge / XM Discover, Salesforce CRM, AWS, Oracle ATG, InRiver, AEM, Adobe, Magento, Versalytix, PoolParty (Graphwise), JourneyTrack,
- **Design & Product Architecture:** Adobe Creative Cloud, Miro, UXR tools, Claude, AEO, SEO, SemRush, Genspark.AI, NotebookLM, PIM/MDM Cloud SaaS, agentic AI tools.
- **Soft Skills & Leadership:** Cross-functional Collaboration, Executive Influencing, Team Building & Mentorship, Strategic Research, Technical Acumen, Empathic Storytelling.

PROFESSIONAL EXPERIENCE

Versalytix | Remote

Global Head of HXI (Human Experience Innovation) – Contract | Aug 2025 – Present

- Translate complex AI, design systems, IoT, NLP, and blockchain traceability capabilities into human-centered product experiences, secure portals, and global digital services.
- Lead cross-functional strategy for the patented VersaAgro climate-ag-tech platform, building secure data visualization workflows and stakeholder portals trusted by global investors, indigenous, farmers, universities and carbon capture ESG compliancy partners.
- Direct GTM research, user experience repository creation, and market positioning across international regions (EMEA, LATAM, APAC), provide clarity in ambiguous product PRDs.

Kairos HCI / Freelance Consultant | Remote

Fractional CX Research, UX Design & Web Strategy Consultant | Aug 2025 – Present

- Advise startups and digital brands on end-to-end service design, human-computer interaction, and consumer experience analytics to accelerate product-led growth.
- Pioneer advanced e-commerce transactional flows, secure B2B commerce integrations, and checkout optimization strategies.

Concentrix Catalyst | Remote

Senior CX Group Manager, Strategy Design Consultant – Full-time | Oct 2024 – Jul 2025

- Partnered cross-functional leadership teams (product, engineering, brand, and operations) at Fortune 100 companies—including Microsoft, Walmart, and GM—to embed a customer-first mindset.
- Architected AI-driven service strategies, data readiness plans, and customer value maps to trace experience improvements directly to business results.
- Established adoption roadmaps and metrics pipelines to maximize team productivity and system deployment values.

Blue Cross Blue Shield of Massachusetts | Remote

Senior CX Strategic Research Manager – Contract | Jan 2023 – Jan 2024

- Spearheaded a comprehensive forensic research audit of the digital claims journey, mapping friction points across member and provider touchpoints.
- **Drove KPIs:** Boosted First Contact Resolution (FCR) by 10% and successfully remediated structural gaps to elevate long-term NPS and CSAT inputs.
- Built and managed a centralized enterprise CX research repository, standardizing SOPs to enable next-generation, AI-enabled customer care use cases.

SensiML Corp | Beaverton, OR (Remote)

UX Lead Strategist, Digital Brand Innovation, AI/ML SaaS – Full-time | Mar 2020 – Jun 2022

- Directed the GTM product design and digital presence strategy for an IoT edge AI SaaS platform, connecting technical capabilities to intuitive customer adoption loops.
- Designed a proprietary NLP knowledge graph that scaled organic digital traffic 10x year-over-year.
- Optimized self-service support infrastructure to close ticket loops by 40% and enhance digital customer autonomy.

Columbia Sportswear Company | Portland, OR Area (On-site)

Senior Digital Experience Team Leader – Full-time | Feb 2016 – Aug 2019

- Led global digital experience strategy across major brands (Columbia, Sorel, Prana, Mountain Hardwear), coordinating closely with NA, EMEA, and APAC cross-functional regional teams.
- Pioneered the enterprise's first integrated Voice of Customer (VoC) and Voice of Employee (VoE) CCaaS program, establishing a closed-loop stakeholder action pipeline.
- Authored master taxonomy, information architecture, and cloud SaaS requirements to build out enterprise product data mapping rules for intelligent digital commerce search.

Belk | Charlotte Metro (Hybrid / On-site)

Enterprise CX Digital Omnichannel Strategist / UX Manager | Nov 2009 – Aug 2015

- Recruited, scaled, and managed a high-performing department of 13+ direct reports across UXR, experience design, and front-end engineering.

- Secured \$250M in omnichannel capital investments by defining the "Store of the Future" vision and unifying disparate division analytics into a 360-degree customer view with visibility to cost/benefit.
- Became the fastest online growing retailer in the USA at 70%YOY growth.
- **Measurable Business Outcome:** Successfully recovered \$32M in at-risk revenue by rapidly diagnosing and redesigning the enterprise checkout funnel following a peak-season system friction event.
- Scaled digital marketplace revenues from \$24M to \$250M through rigorous usability data lab testing, persona profiling, eye-tracking research, and strategic vendor procurement.

Microsoft | Redmond, WA (On-site)

UX Director, Digital Applications – Contract | May 2009 – Oct 2009

- Formulated design strategy and user-centered frameworks for early-stage digital applications navigating the first wave of enterprise cloud migration.

Eddie Bauer | Bellevue, WA (On-site)

UX Creative Director, E-commerce – Full-time | Dec 2007 – Feb 2009

- Orchestrated strategic brand shift from traditional catalog-centric legacy workflows into a digital-first e-commerce model, managing omnichannel GTM strategy, product storytelling, and live digital vlogging expeditions.

Lowe's Companies, Inc. | Mooresville, NC (On-site)

UX Digital E-Commerce Director – Full-time | Jul 2004 – Oct 2007

- Owned the end-to-end digital UX e-commerce strategy for a Fortune 50 omni-channel retailer, supervising design, advanced web analytics, master data management, and agile design-to-engineering practices.
- Pioneered early BOPIS (Buy Online, Pick Up In Store) and BOGO transaction modeling that expanded digital capabilities, generated an **immediate \$250M ROI** in direct e-commerce channels, and influenced over \$1B in subsequent offline ticket sales.

CC Communications Agency | Charlotte, NC (On-site)

UX Creative Director, New Media Full-time | June 2001 – July 2004

- Managed high-velocity web agency teams delivering B2B and B2C digital solutions across 400 active accounts, specializing in rapid prototyping and first-to-market digital products.
- Led mixed media development, video, creative assets and integrations to functional campaigns.

Charlotte.com | Charlotte, NC (On-site)

Advertising Content Manager, News City Site – Full-time | April 1998 – Jan 2001

- Led the transition of legacy print newsroom operations into digital news experiences, interactive advertising models, and revenue-producing digital ad-tech integrations.
- Pioneered the revenue generating models for digital circulation solutions including RFID coded ads.

EDUCATION

- Bachelor's Degree for Graphic Design – *UNC-Charlotte*
 - Diploma for Neurosciences for Digital – *MIT Sloan School*
 - Diploma for Web-Tech Management – *New Horizons Computer Learning*
 - Diploma for Information Architecture – *Carnegie Mellon*
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PEER-VALIDATED DIGITAL EXPERIENCE & PRODUCT FOCUS ***(Synthesized from Professional Network Testimony)***

Catherine is recognized by cross-functional peers and team leaders as a rare, highly versatile digital experience leader and executioner who perfectly bridges the gap between creative storytelling, strategy, tactics, practices, prototyping, testing, evaluating, validating and operational science.

She is widely considered a pioneer in closing the customer feedback loop, utilizing her signature hub-and-spoke flywheel architectures to systematically bridge qualitative customer sentiment with quantitative verified action plans. Her peers heavily underscore her ability to turn disparate customer and UX data streams into a 360-degree, relational map that maximizes NPS, CSAT, UX and customer lifetime value (CLV) while optimizing full cycle product design goals to deliver sustainable ROI. Cat uses mixed method scoring to drive the “why” behind the “what x when” in order to prioritize parallel workstreams.

Cat is a player-coach and goes where needed to strengthen consensus across silos to enable, empower and enlighten stakeholders to a common cause and to gain alliance on resolutions based on data-driven design inputs. She couples this approach with years of experience, institutional knowledge and honed instincts on how to synergize ambiguity with solid evidence on which actions drive the most meaningful results.
