

Timothy Embretson

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Senior User Experience leader drawing on a broad agency and corporate background to activate UX, IT, and business teams to deliver transformative digital experiences for a variety of industries. Curator of positive and constructive collaboration across internal and partner teams, with demonstrated success in change leadership and the development of mature UX practices. Possess a distinct ability to make user centered design relevant and actionable for individuals at all levels of the organization, and an unapologetic advocate for all users.

PROFESSIONAL EXPERIENCE

Senior Manager, Retail User Experience, Best Buy

4.2013–Present, Minneapolis, Minnesota

Selected to create and lead an enterprise user experience team working on key initiatives at the heart of Renew Blue, Best Buy's turnaround strategy. Responsible for the user experience definition of in-store digital applications to transform retail and positively impact the customer experience.

Director of User Experience, The Lacek Group / OgilvyOne

10.2011–4.2013, Minneapolis, Minnesota

Developed and implemented a user experience practice and charged with building and fostering a team of user experience professionals. Responsible for defining the user experience approach of all interactive products and accountable for the development of experience audits, user flows, task models, and wireframes.

Interactive Design Strategist, StoneArch

7.2010–10.2011, Minneapolis, Minnesota

Created this role and led the strategy, user experience direction, and design direction of all interactive initiatives for StoneArch's portfolio of clients. Designed all interactive products including responsive websites, iPad apps, emails, and mobile websites. Implemented a user experience practice and responsible for the development of user flows, wireframes, prototypes, content outlines, and experience blueprints.

Interactive Designer, CRC Marketing Solutions

2008–2010, Minneapolis, Minnesota

Associate Interactive Designer, Launch Creative (Now Hangar 12)

2008, Chicago, Illinois

HIGHLIGHTED CAREER ACHIEVEMENTS

Launching transformative experiences

Led the redesign of numerous Best Buy retail applications to create consistency, resulting in increased efficiency and a multi-million dollar reduction in training for over 90,000 retail associates.

Defined initial mobile first and responsive products for leading clients in the airline, travel, and automotive industries.

Defining UX practices

A strong record of creating user experience practices in both agency and corporate environments. Achieved through building and fostering advocates, spearheading education initiatives, and breaking down ineffective communication and collaboration modalities.

Led Best Buy's Retail User Experience team resulting in a 300% growth in demand over the first 6 months.

Leadership through change

Successfully navigated a corporate turnaround; defined new org structures, completed work and resource audits, and advocated for best placement within the enterprise to ensure success.

EDUCATION

University of Northern Iowa, B.F.A. Graphic Design, 2008

SELECT CLIENTS

Best Buy
United Airlines
Starwood Preferred Guest
U.S. Bank
DuPont Pioneer
Enterprise Rent-a-car
Ford
Disney
Ameriprise Financial
Medtronic
St. Jude Medical
3M
Ecolab
West LegalEdcenter
Thomson Reuters
American Family Insurance