

# Timothy Embretson

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## PROFESSIONAL SUMMARY

Seasoned People and Experience Leader with over 11 years of experience of unapologetically advocating for every consumer as well as directing all aspects of Experience design, in a variety of industries, including long-time career advancements within Best Buy. Extensive experience in driving strategic change, putting customer needs above all and providing exceptional full-time employee retention rates with a higher than average satisfaction score. Continually exceeds expectations by creating valuable partnerships and works well with people at all levels of the organization, including stakeholders, customers, and team members.

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## SKILLS

- Team Empowerment & Career Development
  - Team Structure Strategy & Execution
  - Experience Design, Research, Strategy & Operations
  - Center of Excellence Builder
  - Emotional & Cultural Literacy
  - Positive Work Collaboration, Review & Critique
  - Outstanding Presentation Skills
  - Business Product & Program Leadership
  - Driving Strategic Growth & Change
  - Implementing Experience Design Processes
  - Skilled Communicator & Negotiator
  - Detail-Oriented & Analytical Approach
  - Industry Public Speaking & Writing Experience
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## WORK HISTORY

### Senior Director, Experience Design Best Buy

04/2013-Current

- Joining the company initially as a User Experience Contract Manager to lead a team of the 3 Experience Designers in bringing a new retail application to life, and then moving into the Senior Manager Position, creating the Retail User Experience team from the ground up.
- Weathered 4 corporate reorganizations during tenure as Senior Manager, growing the portfolio scope from 1 application to 10 by establishing new partnerships with enterprise leaders, and through these successes being promoted to Director of User Experience.
- Developing and driving the Experience Research Team, further doubling the size of the team and the portfolio, driving 50% YoY growth of studies and 75% YoY growth of participants, reducing software training by 50%, eliminating it fully in some cases while driving user-centered design approaches in employee software.
- Establishing an Employee Experience User Experience research, strategy, and design team who are focused on making the employee applications more efficient, growing the team from 3 contract workers to a thriving team of 32 in under 4 years
- Bringing strategic developments to the company for the next two years, resulting in being promoted to the current position to direct Experience and Product and defining the experience for all employee-facing applications as well as leading the digital selling tool product portfolio with capital investments of \$6 million.
- Leading the team that developed and defined approach strategies for current/future state journeys, future concept ideation, and product UX concepts, as well as fully integrating UX and product into the same team, resulting in an even more rapid maturity.
- Served as Retail Program Lead for retail order management system re-platform with capital investments of over \$20 million, which has directly impacted over 70K users daily, while exemplifying the belief that an amazing customer experience starts with an amazing employee experience.
- Leading an integrated team of 38 Experience and Product Management professionals, while using tools like "the stories we are making up" and "limiting beliefs" to have conversations in a psychologically safe environment to breakthrough and operate at a higher capacity.
- Initiating, managing and executing proven sale strategies, as well as providing mentorship, growth, and development to not only the 6 direct reports but also to the larger team and other enterprise talent.
- Managing capital funding, business ROI, and roadmap development, while also eliminating paper processes and at the same time reducing employee application task time by up to 90%.

**Director – User Experience****10/2011 to 04/2013****The Lacek Group, a Specialist Brand Company of The Ogilvy Group**

- Joined the company as the Associate Interactive Creative Director, working across the portfolio to design and create effective strategies for clients including SPG, American Family Insurance, United Airlines, Disney, DuPont, US Bank, and more.
- Moved into the Director of User Experiences position within 7 months in the company and developed the Agency's user experience practice from the ground up, while collaborating with Creative and Account leadership to deliver the inaugural mobile-first experience.
- Partnered closely with Strategists, Designers, Engineers, Marketing, and other stakeholders to lead best-in-class customer experiences across loyalty marketing product lines for clients including United Airlines, Ford Motors, and National Car Rental.
- Drove the efficient design processes to ensure high-quality work and optimization, as well as created experience audits, user flows, task models, requirements, wireframes, and interactive design.
- Trained the team on the basics of user experience design while promoting and maintaining a strong design culture throughout, while mentoring and coaching the team of 35 Designers through one-on-ones and user experience design reviews.

**Interactive Design Strategist****07/2010 to 10/2011****StoneArch Creative**

- Initially came aboard as an Interactive Designer, and quickly moved into the Interactive Design Strategist position, creating and defining the role while partnering with Agency Executives.
- Led the interactive strategy, design, and user experience for the full portfolio, as well as expressed the company's DNA across various channels and physical/digital touchpoints.
- Created responses to RFP's and pitched interactive offerings to both existing and prospective clients.
- Led interactive initiatives and teams of 5 to 15 through the design cycle, including mapping opportunities without constraint, concept development, prototyping, testing, and cross-functional alignment.

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**PREVIOUS WORK HISTORY****Designer** – CRC Marketing Solutions – 2008 to 2010**Associate Interactive Designer** – Launch Creative – 2008

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**EDUCATION****University of Northern Iowa**, Cedar Falls, IA – 2004 to 2008**Bachelor of Fine Arts in Graphic Design****Herzen State Pedagogical University**, St. Petersburg, Russia – Summer 2005**Study Abroad Coursework**