

# KESHA M. WATSON, PMP, ACP, CSPO, CSM, UXMC, CUA

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## SUMMARY

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### Agility. Innovation Delivery. On-Time. On-Budget. Human-Centered. BIG IMPACT.

**Technology and User Experience Leader with over 20+ years of experience in championing emerging digital technologies, driving measurable business value and solving user experience challenges to improve digital interactions of both international and domestic organizations of any size.** Strong communicator and relationship builder, experience with Product Management, Program Management, User Experience, Performance Management, and leading cross-functional teams. Specializing in Situational Leadership Theory, Behavior Driven Software Development, Cross Team Collaboration, and Brain-Computer Interfaces. Proven ability to implement strategic/operational models, develop situational workarounds, drive agility, and deliver solutions that add immediate value. Domestic and International Experience.

- **PRODUCT MANAGEMENT: Certified Scrum Product Owner (CSPO)** specializing in **overseeing web or application projects** from beginning to end in varying sizes and budgets. Setting vision, defining the roadmap, establishing MVPs and Release Planning. Effective communication with clients, vetting of functional specifications, vendor selection, and management of internal and external resources.
- **PROGRAM MANAGEMENT: Certified Project Management Professional (PMP), Agile Certified Practitioner (ACP) and ScrumMaster (CSM)** with experience in **Traditional and Agile Project Management**. Strong background in program management, project planning, risk mitigation, technical solution implementation, and budget management. As a program manager, I utilize Agile methodologies and blend traditional Waterfall methods into an organization's existing culture, when appropriate, to achieve project success. I try to communicate in a manner that engages both key executives, stakeholders, product owners, UX professionals and technical teams, so all parties feel informed and involved in the project's success. Specializing in planning, cross-functional team management, risk mitigation, and demonstrating **value-add principles and practices** to teams.
- **USER EXPERIENCE: NN/g UX Master Certified (UXMC) and HFI Certified Usability Analyst (CUA)** experienced in leveraging user experience methodologies, specializing in **User Experience Strategy and Research**. Research Methods include Contextual inquiry, Exploratory field studies, Ethnography, Facilitation, Heuristic Evaluation, Personas, Use Cases, Surveying, Task Flows, Usability Testing, Workshops, Interviewing (remote and on-site) and Strategy Development. **Utilizing UX to influence positive delivery and adoption of technology efforts.**

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## PORTFOLIO & RECOMMENDATIONS

### My Portfolio Site:

<http://www.bennumediagroup.com/>

### LinkedIn Profile:

<http://www.linkedin.com/in/keshawatson>

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## AREAS OF EXPERTISE

Executive Level Leadership	High-Performance Team Management	Cloud Computing Technologies
Agile Project Management	Software Development	Design Thinking & Workshop Facilitation
User Experience Strategy, Operations and Research	Systems Development Lifecycle (SDLC) Management	Motivational Speaking
Adult Learning & Development Behaviors	Sketching, Wireframing, Prototyping	Commitment to Life-Long Learning

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## TECHNICAL TOOLS

HTML / CSS	Innotas / Clarity	JIRA – Issue and Project Tracking	Microsoft Visio
Adobe Creative Suite	Invision Pro	RALLY - Issue and Project Tracking	Smartsheets
Axure RP	IBM Rational Team Concert (RTC)	Microsoft Office Suite	Sketch, Figma, Luma Workplace
Notion	Agile Lifecycle Management (ALM)	Microsoft Project	WordPress CMS

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## PROFESSIONAL EXPERIENCE

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### UX OPERATIONS PROGRAM MANAGER | MCDONALD'S | CHICAGO, ILLINOIS

APRIL 2022 – NOVEMBER 2022

UX Operations Program Manager for McDonald's (<https://www.mcdonalds.com/us/en-us.html>), leading the Global User Experience Team (MUX). McDonald's is the world's largest restaurant chain by revenue, serving over 69 million customers daily in over 100 countries. Leading the UX department through Design growth and change while promoting excellence in collaboration, creating a positive, creative environment, and providing processes that allow for the achievement of product goals. Actively working within the highly matrixed organization to peel back the layers and recognized the opportunities to work more collaboratively, further empathize with the customer, gain agility and delivery faster to the marketplace. The overall goal being to transform alongside the customer to provide products and services that deliver excellence.

- **Working with product management** to ensure customer requirements and needs are considered and incorporated from conceptualization to the realization of core McD Global Products - App, Kiosk and Web. This includes partnering closely with Research, Analytics, Engineering, Accessibility, and external design teams to help deliver end-to-end detailed designs.
- **Coordinating** capacity across the internal McD design team and external design vendor. Managing the Global McDonald's design agency relationship, overall budget, and capacity roadmap.
- **Scoping and tracking** projects from Brief stage through end-of-project
- **Coaching the adoption of Agile Experience Design practices and Scrum.** Helping help train teams on the agile methodology and oversee the development of agile teams to ensure the delivery of value to the customer. Responsible for guiding teams through the implementation process and tasked with encouraging workers and leadership to embrace the agile method.
- **Mentoring and Developing** team members as they grow and learn in the workplace.

**NOTABLE ACCOMPLISHMENTS:**

- **Overseeing the implementation of Gift Card Payment Functionality** and experience in the McD Application.

**IT PROGRAM MANAGER | PRESS GANEY | CHICAGO, ILLINOIS**

**SEPTEMBER 2019 – AUGUST 2021**

IT Program Manager for Press Ganey (<https://www.pressganey.com>), managing the Integrated Analytics, Workforce Engagement, and Nursing Excellence Programs. For more than 30 years, Press Ganey's mission has been to support health care providers in understanding and improving the entire patient experience. As a strategic business partner to more than 26,000 health care organizations, we lead the industry in helping clients transform the patient experience and create continuous, sustainable improvement.

- **Strategically overseeing groups of projects making up a \$7M+ portfolio of work.** Responsible for providing transparency to executive leadership on the technology health and status of numerous tracks of work within the programs.
- **Coordinating time, budget, and resources** to complete work within program guidelines. Working with Product and Application Development management to plan the overall program and monitor progress to make sure that milestones are being met across the various projects and programs. Fostering trust and building relationships between Product, the PMO and IT by providing visibility and insights into to the many tracks of work within Integrated Analytics, Workforce Engagement and Nursing Excellence Programs. Working to identify and resolve project and program level issues/risks/dependencies and escalate as needed.

**NOTABLE ACCOMPLISHMENTS:**

- **Overseeing the Integrated Analytics (IA) Dashboard project,** the premier Press Ganey tool offering cross-domain analytics. Press Ganey's Integrated Analytics Solutions strengthen clients' ability to deliver on the patient promise of safe, high-quality, patient-centered care, delivered by an engaged and resilient workforce. IA Solutions are built on research-based foundation that demonstrates the intersections of performance across the domains of Safety, Quality, Experience, and Workforce Engagement and utilizes **PowerBI, Microsoft Azure Cloud Computing, Enterprise Level Data Warehousing,** and **custom Angular UI Libraries.**

**IT SCRUM MASTER | BMW TECHNOLOGY | CHICAGO, ILLINOIS**

**JANUARY 2019 – SEPTEMBER 2019**

IT Scrum Master (via Apex Systems) for **BMW Technology** Chicago, coordinating the software engineering efforts for the BMW Connected Drive Application on iOS devices (iPhone) and BMW in-car Head-Unit Displays. Supporting the Agile Transformation efforts across iOS and Head-Unit development Teams as a Scrum Master.

- **Facilitating Scrum Ceremonies,** planning, tracking, and organizing day-today activities for the **iOS and Online Application Platform (OAP) Head-unit** teams during 2-week Agile Sprint cycles utilizing a Scrum Framework and **Swift (iOS), Java, Microsoft Azure** for technical development.
- **Collaborating with team members across both Business and Technology** disciplines providing mentoring and coaching around Agile principles and practices. In addition, acting as a servant leader and aiding with the resolution of blocking challenges. **Utilizing knowledge of software development methodologies and Project Management fundamentals (Agile, SCRUM, Kanban, Waterfall, etc.) to guide teams to success.**

**NOTABLE ACCOMPLISHMENTS:**

- Focused on the elimination of current and post-release defects in the iOS and OAP code base. **Succeeded in eliminating 100%** of the defects in the OAP application code base for the first time in the history of the application.

**SENIOR IT PROJECT MANAGER | PEOPLES�OUT | CHICAGO, ILLINOIS**

**FEBRUARY 2018 – JANUARY 2019**

Senior IT Project Manager for PeopleScout, managing the new Affinix Application, a mobile-first, cloud-based platform that creates a consumer-like candidate experience and streamlines the sourcing process. Embedded within PeopleScout's talent solutions, Affinix delivers speed and scalability while leveraging artificial intelligence, recruitment marketing, machine learning, predictive analytics, and other emerging technology with one-point ATS and VMS integration and single sign-on. PeopleScout (<http://www.peoplescout.com>), a TrueBlue company, is the world's largest RPO provider managing talent solutions that span the global economy, with end-to-end MSP capabilities supporting total workforce needs.

- **Affinix Program Manager** administering updates, execution, and results for the Enterprise Level PeopleScout IT Portfolio for all PeopleScout Projects. Responsible for resource planning and contributing to Executive Stakeholder reporting.
- **Structuring, coordinating, and overseeing the Middleware Development Team** during 3-week Agile Sprint Implementation cycles utilizing a Scrum Framework and Java, **Amazon Web Services (AWS), MuleSoft, JBOSS** for technical development. Working with all levels of the organization (Executive, Infrastructure, and Vendors) to build trust and assist in the development of effective processes while implementing solutions for new and existing PeopleScout clients. Responsible for Affinix Change Control, Deployment and Release Management.
- **Encouraging Agile best practices** while streamlining team processes to improve accuracy and meet Client Implementation deadlines for clients such as **Hallmark, Reinhart, and Save-A-Lot**.

### **IT PROJECT MANAGER | NORTHERN TRUST | CHICAGO, ILLINOIS**

**MAY 2017 – FEBRUARY 2018**

IT Project Manager (via TEKSystems as a Principal Consultant) for Corporate Marketing Communications responsible for the Northern Trust.com Redesign Project. Northern Trust ([www.northerntrust.com](http://www.northerntrust.com)) is a Chicago-based bank founded in 1889. The institution serves the world's most-sophisticated clients – from sovereign wealth funds and the wealthiest individuals and families to the most-successful hedge funds and corporate brands.

- **Managing the project portfolio of \$1.8M+ for the user-centered, redesign of the Northern Trust.com website.** Guiding business units, technical resources, and vendor engagement at each phase of the project and emphasizing best-in-class user experience. Implementing Agile project management, vetting and onboarding vendors, statement of work development, budget and expense management, project reporting, content strategy, user-analysis, and requirements gathering.
- **Moving a complex, matrixed financial audience** of influencers and decision makers through the iterative process and ensuring high-quality, on-time delivery of all agreed upon deliverables. **Engaging all audiences from C-suite to developer.**

### **USER EXPERIENCE MANAGER | HEATHWALLACE | CHICAGO, ILLINOIS**

**NOVEMBER 2016 – APRIL 2017**

User Experience Manager for the Deposit Onboarding Workstream at HeathWallace (via Robert Half), facilitating and coordinating the delivery of user interfaces for the sixth largest British-based multinational bank, HSBC. Passionately developing creative talent and onboarding resources for the Chicago Office. HeathWallace (<http://www.heathwallace.com>) is an International UX Agency delivering engaging digital experiences for some of the largest global brands.

- **Chicago Office Development Manager leading UX/Front-End development** activities to create a global product onboarding solution during 3-week Agile Sprint Implementation cycles for Retail Banking Staff using Axure, HTML, CSS, Bitbucket, and SourceTree.
- **Managing effort and driving change** by leveraging Scrum Master skillset, Financial Service expertise, developing client relationships, building high-performance team, and maintaining project dashboards, reporting and user stories via JIRA (Confluence). **Conducting pre-and-post deployment User Testing for several interfaces and international financial markets.**

### **IT PROJECT MANAGER & UX RESEARCHER | TIAA-CREF | CHICAGO, ILLINOIS**

**MARCH 2014 – NOVEMBER 2016**

IT Project Manager and UX Researcher (via TEKSystems) for the Desktop Integration Team of the Unified Desktop Division, developing business requirements, process flows, user acceptance criteria, testing and support integration during 2-week Agile Sprint implementation cycles. TEACHERS INSURANCE & ANNUITY ASSOCIATION – COLLEGE RETIREMENT EQUITIES FUND (TIAA-CREF) ([www.tiaa-cref.org](http://www.tiaa-cref.org)) is a Fortune 100 financial services organization that is the leading retirement provider for people who work in the academic, research, and medical fields.

- **Managing project portfolio of \$1.2M+** for the Desktop Integration Team, focusing on the Telephony Toolbar Application and Content Management Tools development. Working with IT resources to introduce user-centered design practices into the software development lifecycle.

#### **NOTABLE ACCOMPLISHMENTS:**

- **Leading the development of the Enterprise-Level Telephony Toolbar** application which is a new financial services product providing **basic softphone capabilities and complex participant authentication/voice biometric integration within one desktop toolbar application.** Partnering with multiple development teams to support cross-system impacts. **Built on a .net platform,** this product's objective is to create an integrated desktop experience for call center consultants and provide seamless controls over the various systems used to service participants. This product replaced the Siebel Softphone used by the TIAA-CREF call centers.

### **TECHNOLOGY MANAGER | AMERICAN BAR ASSOCIATION | CHICAGO, ILLINOIS**

**FEBRUARY 2012 – MARCH 2014**

Technology Manager for the Section of Litigation, managing the direction of technology for the unit, coordinating technical assistance for high-profile membership and staff, while developing the Section web presence ([www.americanbar/groups/litigation](http://www.americanbar/groups/litigation)). The Section of Litigation is a 60,000-member premier association for lawyers involved in litigation and trial practice.

- **Managing an 80K technology budget** for the Section of Litigation. Handling all project financials from estimating hours and budget, vetting, and hiring vendors, as well as invoicing and billing. Responsible for e-commerce activities and placing new products on the ABA Online Store.
- **Using several user experience methodologies** and web technologies such as Nielsen Norman Group methods (usability), Omniture SiteCatalyst reporting (analytics), Adobe CQ5 (web content management system), and HootSuite (social media management) to advance the directives of the section, monitor/enhance user behavior through membership feedback and identify opportunities to generate non-dues revenue via the web. Maintaining website daily using **HTML, CSS, XML, Adobe Creative Suite and managing all A/V for major events** and producing video content.
- **A leader on the Section Management team**, defining the direction and objectives of the Section and its 25-person staff. Responsible for managing 2 technical direct reports and 7 in-direct reports. In charge of coordinating all external technical vendors and guiding employees via project management, defining the process, creative review of materials and professional coaching.

**NOTABLE ACCOMPLISHMENTS:**

- **Improving overall site traffic by 52%** within the first year through improvements to the site navigation, development environment restructuring, and implementation of specific guidelines around site updates.
- **Leading the effort around the Section of Litigation Periodicals Migration from Teamsite to CQ5.** Team lead at every phase of client engagement. Including project plans, wireframes, CQ5 information architecture, content taxonomy business development, analysis and requirements gathering, user research, design and prototyping, development support, and testing.

**PROJECT MANAGER & WEB DEVELOPER | MORAIN VALLEY COMMUNITY COLLEGE | PALOS HILLS, ILLINOIS  
MAY 2010 – FEBRUARY 2012**

Project Manager and Web Developer for the Marketing and Creative Services Team, producing and updating college Web pages ([www.morainevalley.edu](http://www.morainevalley.edu)), maintaining social media channels, championing changes based on user feedback. Founded in 1967, it is the second largest community college in the state of Illinois. Managing and implementing creative ideas for enhancement of the Moraine Valley Community College website and online presence. Ensuring that the site is browser-compliant for the public and developing web components using HTML, CSS, JavaScript and JQuery as appropriate.

**NOTABLE ACCOMPLISHMENTS:**

- **Improving overall site traffic by 30%** through web analytic analysis and implementing web best practices as appropriate.
- **Directed and structured interviews with stakeholders** to understand their usability objectives/user needs and develop clear, concise user experience deliverables, as well as testing protocols that help satisfy those objectives.
- **Playing a key role in the redesign of the college website** and optimizing the site via improved visual aesthetic, usability, addressing accessibility needs, and further positioning the site as a marketing tool. Improved site navigation and transitioned development environment from FrontPage to Dreamweaver.

**LEAD WEBSITE DEVELOPER & COMMUNICATIONS OFFICER (Associate) | JPMORGAN CHASE | CHICAGO, ILLINOIS  
JUNE 2001 – OCTOBER 2008**

Lead Website Developer for the Commercial Loan Services (CLS) / Global Credit Risk Management Operations (GCRMO) website, a JPMorgan Chase Intranet Site ([www.jpmorganchase.com](http://www.jpmorganchase.com)). Successfully managed site operation, content management, visual/architectural design, and front-end development (HTML, CSS, XML and Adobe Creative Suite) for a **1,300 employee, global audience**. **Former Roles: Project Manager, Instructional Designer, Process Analyst**

- Partnering and guiding other web team members in the processing of all incoming web tickets and site modifications within specific turnaround times. Participated in the systems development lifecycle for all Commercial Loan Services Loan Systems and **providing 24-hour website production assurance.**
- **In a cross-functional capacity, as the department's communication officer**, ensuring that departmental communications are clear, concise, consistent, timely and easily understood by all employees. Activities include developing communications media, communication plans, audience analysis, distribution list development, communication development and gaining communication approvals from the appropriate levels of management. Partnered with communications and marketing divisions throughout the bank.

**NOTABLE ACCOMPLISHMENTS:**

- **Drove one of the strongest online presences** for an operations division within the bank by developing specific site standards, web management process and adherence to a standard service level agreement. Participated in loan system testing design development and deployment dress rehearsals. Summarize and presented test results and created summary reports that adhere to industry standards.
- **Successful development of numerous communications and procedures to ensure the proper deployment of system changes and conversions** across all Lines of Business serviced by Commercial Loan Services. Loan Processing systems such as **Loan IQ, ACBS, VLS and eCLIPS**. Designed effective internal online communications for presentation on company's enterprise intranet.

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## FREELANCE WORK

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### PRINCIPAL, USER EXPERIENCE DIRECTOR & PROGRAM MANAGER | BENNUMEDIA | CHICAGO, ILLINOIS 2009 – PRESENT

Principal, User Experience Director, and Program Manager of interactive media agency, Bennumedia ([www.bennumediagroup.com](http://www.bennumediagroup.com)). Bennumedia's goal is to provide bold, fun, beautiful, sophisticated, functional, energized, and professional media that speaks the ideas and messages of our clients to their target audience. Consulting on best-in-class technology experiences and developing strategic programs/operational models to achieve the most Human-Center Digital Experiences.

**Bennumedia provides Executive Level Management, high-performance team building, strategic planning (OKR(s), KPI(s), Product Roadmaps, Agile Transformation support, user experience strategies, conducts user experience research, requirements gathering, stands-up & manages the appropriate teams to address the needs of the effort. We deliver user profiles, personas, visual design (print/web), content management systems, manages software development, usability evaluations and more.**

We collaborate with design and engineering audiences using a number of Technologies: Management (Atlassian (JIRA, CONFLUENCE), Notion, Meeting and Workshop Facilitation, Design (User Zoom, Adobe Creative Suite, Axure, Sketch, Figma), Front End (HTML, CSS, React, Angular, etc.), Content Management Systems (CQ5, FATWIRE, SharePoint, Drupal, WordPress, etc.), Middleware (MuleSoft), Back End (Java, .Net, JBoss, Redis, Enterprise Data Warehouses, etc.), DevOps (Maven, Jenkins, etc.) and Cloud Technologies (Azure, AWS). We understand the language of Technology.

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## CERTIFICATIONS, TRAINING, AND AWARDS

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**Project Management Professional (PMP)**  
PMI, Credential ID 5580062

**NN/g UX Master Certified (UXMC)**  
Nielsen Norman Group,  
Credential ID 1001001

**Applied Project Management**  
Northwestern University, Certification

**Agile Certified Practitioner (PMI-ACP)**  
PMI, Credential ID 2774228

**Certified Usability Analyst (CUA)**  
Human Factors International,  
Credential ID 2020-7869

**Project Management Institute (PMI)**

**Certified Scrum Product Owner (CSPO)**  
Scrum Alliance, License 1251382

**My Fair Lady Poster (SILVER-2012)**  
National Council for Marketing and Public  
Relations Medallion Awards District 3

**Certified Scrum Master (CSM)**  
Scrum Alliance, License 638529

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## EDUCATION, HONORS AND VOLUNTEER ACTIVITIES

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**Bachelor of Science in Marketing  
Management**  
CHICAGO STATE UNIVERSITY

**Interactive Media Design**  
THE ILLINOIS INSTITUTE OF ART  
CHICAGO, ILLINOIS

**Master of Science in Human-  
Computer Interaction**  
DEPAUL UNIVERSITY

**REALTOR® & Leasing Agent**  
**Coldwell Banker Realty**  
Economic Empowerment

**Board Member - Director of Technology & Media Delivery**  
**Dorothy J. Pilgrim Women's Haven**  
Social Services

**Volunteer**  
**Pacific Garden**  
Poverty Alleviation

My endeavor in life has always been to BE OF SERVICE to Humanity - be that through Technology development, making people feel great via Retail and Fashion or helping others build generational wealth through Real Estate.

The Dorothy J. Pilgrim Women's Haven is a shelter for troubled teens and young adults (women) ages 16 -26. Our mission is to provide food, shelter, educational services and simple life skills to help prepare our sisters for life in the real world.

Pacific Garden Mission is a homeless shelter in the South Loop section of Chicago, Illinois, founded in 1877, by Colonel George Clarke and his wife, Sarah. It is the oldest such shelter in Chicago.

### Philanthropy and Community Work

**Community Food Navigator**  
**Product Manager and Delivery Lead**

Did you know one out of six Chicagoans is at risk of being **food insecure**; with predominantly Black and Brown neighborhoods on the South and West sides of the city being the most affected? Yes. Today 2021. Navigator is an emerging nonprofit organization that TXI has been a partner to since its discovery phase in fall 2020. The Navigator audience sought to understand the unmet needs and opportunities experienced by Chicago-region BIPOC food growers, as well as the organizers and partners they work with to evolve our food efforts from a mindset of food insecurity to security to one of food sovereignty.

**As the Product Manager and Delivery Lead**, I was responsible for coordinating application development and resources that contributed to the creation of building resilience in the local food ecosystem starting with growers and their allies working to address food inequities, soliciting input and prioritizing the use cases (gains/wins), develop supportive technology (Responsive App: User profiles, Administration, Mapping, Integration of existing community data) that solve the prioritized use cases in a phase-by-phase approach.