



## EXPERIENCE STRATEGIST

mollyjhorton18@gmail.com  
www.mollyjhorton.com  
720.299.3730

## AWARDS

### 2019 Ad Fed: The Show

1st Place Consumer Brand  
Website Design

## SKILLS

### Strategy

Workshop design &  
facilitation  
Stakeholder alignment  
Project roadmapping  
Scope management

### Human

Direct communication  
Activating & empowering  
others  
Collaboration  
Room reading and real-time  
pivoting

### Research

Interviews & Surveys  
Usability testing  
Qualitative testing  
Competitive landscaping

### Design

Prototyping  
Workflows  
System mapping

## Best Buy

Experience Designer | *April 2022 - Current*

CW Experience Designer | *Nov 2021 - April 2022*

Holistic strategy and design for secure, seamless, omni-channel customer account experiences. Assuring customers experience reliable and intuitive login, create, and account settings management on app, website, and in store. Champion user flows that improve customer account hygiene and data enrichment to enable contextually relevant and personalized experiences.

## Clockwork

Experience Strategist | *July 2020 - June 2021*

User Experience Architect | *May 2018 - July 2020*

Embedded on a cross-functional Agile team crafting human centered technology solutions in a client services environment. From Fortune 500 companies to small local non-profits, I worked collaboratively with clients to identify goals, define digital strategies, design elegant solutions, test assumptions, and measure against goals. Research, workshops, usability testing, wireframing, content strategy, project roadmapping, measurement planning, etc.

## Allianz

User Experience Designer | *July 2017 - May 2018*

## A smattering of non-tech jobs

Residential Construction & Painting | *Independent Contractor*

Molly Horton Pottery LLC | *Founder and Potter*

Northern Clay Center | *Web and Communications Intern*

Shepherd Moon Farm | *Farmer*

Birchwood Cafe | *Server*

## EDUCATION

### User Experience Design Certification

Prime Digital Academy

2017

### Bachelor of Science

College of Saint Benedict | Biology Major, Philosophy Minor  
2010 - 2014