Tonya Leichtle

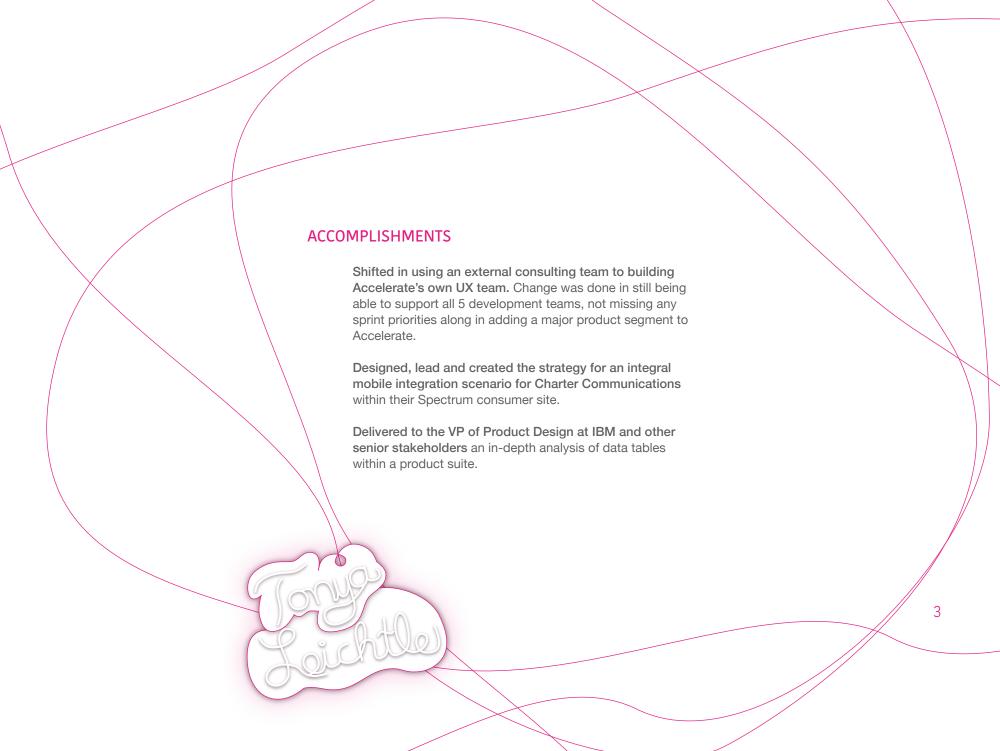Visit: www.tnlcreative.com
Linkedin.com/in/tonya-l-ba8b3711/

WHO IS TONYA?

I am a mentor, manager and designer who loves to connect with people to help them grow and achieve their dreams.

My leadership style has always been straight forward - treat everyone with compassion, respect and understanding. Create a supportive environment of open communication and active listening. In doing so, I have found builds a team rich in collaboration, growth, emotional intelligence, passion and support not just for each other but as leaders in their own roles and projects.

What else do I bring to my process? Knowledge, exploring, creativity, strategy, and experience of being a seasoned designer. Knowing that great ideas can come from everywhere and anyone.

In the end, just being myself.

ACCOMPLISHMENTS

Shifted in using an external consulting team to building Accelerate's own UX team. Change was done in still being able to support all 5 development teams, not missing any sprint priorities along in adding a major product segment to Accelerate.

Designed, lead and created the strategy for an integral mobile integration scenario for Charter Communications within their Spectrum consumer site.

Delivered to the VP of Product Design at IBM and other senior stakeholders an in-depth analysis of data tables within a product suite.

PROFESSIONAL SKILLS

Lead & Team Contributor
Product & Visual Design
Product Strategy
Mentor
User Research & Testing
Communication & Presentation
Agile Process

SOFTWARE SKILLS

Adobe Creative Suite
Sketch
Figma
InVision
Zeplin
Abstract
Google - G Suite
Microsoft Office
Jira
Mural / Airtable
Pendo
Working knowledge of CSS, HTML & Javascript

EDUCATION

Bachelors in Applied Arts - Liberal Arts
& Graphic Design, Dawson College,
Montréal, Québec, Canada

Tonya Leichtle

UX Team Lead

Accelerate - a HIMSS solution
February 2021 - Present

Accelerate was created by HIMSS to fulfill the need within the Healthcare industry in having a professional network platform that would connect the global healthcare ecosystem. I was brought on board to help build out the UX team to create and build this initiative.

The first challenge was to shift from using an external consulting team to building Accelerate's own UX team. The change was done in still being able to support all 5 development teams, not missing any sprint priorities along adding a major product segment to Accelerate.

Created the product strategy for senior stakeholders in building out revenue-generating segments within the product.Identified a product gap in which there were two different design component libraries being used by the UX consulting firm and development teams. The solution is to build out one component library in Storybook as the source of truth for both teams. Created protocols for teams to use when adding or updating components.

Started migrating using Sketch, Miro, Zeplin, and InVision to Figma which helped to reduce the use of the software. Created a more seamless integration into Storybook for the design component library and is reducing cost on software use.

Worked closely with product and other teams to advocate and ensure that UX and our process were integrated into our product roadmap and within all Accelerate.

Recognized by HIMSS and other team leaders for having created a UX team that exemplified HIMSS values.

Senior UX Designer

Spectrum / Charter Communications - Interpros
July 2020 to January 2021

Interpro's hired me to cover for one of Charter Communications product designers going on maternity leave for 3 months. My contract was extended beyond that time period. In the end, they wanted to bring me on board to lead their activate mobile / device segment of the product. I decided instead to accept the position as team lead at Accelerate which I found to be more challenging.

Accomplished in designing out an integral missing segment for device activation as a part of Spectrum's push in combining their consumer services into one area. Worked closely with UX research, content, product, and external development teams in building out this scenario.

Aligned different UX teams to come together and rebuild the Spectrum.net consumer landing page. Each team owned a segment of the page and it was becoming difficult to create a unified direction or meet deadlines.

Designed and tested with users a new way to receive notifications on their home page concerning their account. Collaborated with different stakeholders in presenting the new direction.

Formed a collaborative environment with internal and external development teams to create solid projects to meet sprint and MVP requirements.

Worked closely with Charter's research team to ensure scenario's met user's needs. Helped to create testing prototypes and questions to help understand a user's behaviour and expectations within the activation of a device.

Advocated to ensure the content team was an integral part in the design of each scenario and gained insight from user testing around content.

Senior UX Designer

Guidea
September 2019 - April 2020

Hired to work with IBM's product team for ELM (Enterprise Lifecycle Management) Product suites, to re-design and reflect IBM's overall company-wide initiative for all their mobile/web-app products within an Agile environment.

• Delivered on the request of IBM's VP of Product Design and shared with other senior stakeholders analysis of the unique actions in the various tables and grids in ELM. Created a prototype scenario that was used by ELM's research team to gain user feedback.

• Gained valuable data by creating and testing various designs for ELM's complex navigation between product suites which was used to build the final solution.

• Generated excitement at IBM's IoT Watson Voice Conference by presenting the scenario and prototype of a missing critical component in being able to monitor a review process within the product. Created the wireframe and high fidelity prototype including research questions for testing within General Motors.

• Built and validated numerous missing product scenarios that met the needs of both product owners, clients and product roadmap.

• Integrated a collaborative workflow in GitHub for the remote international product development teams to create alignment and efficiency in building out the first stage of ELM. Creating this system allowed teams to see issues, solutions to the issues, and how to apply them within their assigned product suite in ELM.

UX Designer

Return Path
March 2018 - June 2019

UX Design Lead for Return Path's Certification (web-app) products in breaking down complex data into comprehensive features for multiple users.

• Changed product loyalty and user habits in the redesign of the IP (Address) Certification Daily Performance Report and product Alerts (desktop/mobile) using research, testing, and a new way of presenting data.

• Led and integrated a cross-promotional in-product campaign including landing pages to increase renewal and revenue which had never been done before.

• Created a new revenue stream in the design of a new web-app Certification Audit Report generator which improved client engagement.

• Generated for RP's Certification products the personas of both the internal and external users for features and product re-design.

• Built the strategy and product roadmap in collaboration with the Senior Product Owner for the re-design of RP's IP and Domain (Address) Certification web-app products for a global market.

• Saved time and eliminated the rework of code or design by implementing a streamlined process between Certification's product and development team. Creating a high rate of user satisfaction for a product within RP.

Product Design / UX Design Consultant

TNL Creative
January 2009 - February 2018

Collaborated with clients and their remote cross-functional teams to develop
their product through design, content, user stories, research, strategy, user/consumer focus, and vision.

• Helped DigitalEd start their online educational membership (web-app/mobile) product and their marketing site. The new launch of this product included consumer analysis, design, research, testing, and product strategy.

• Started and grew UAT's brand through its website (mobile), product web-app, digital, and print materials which established them as compliance experts and gain clients like Bloomberg.

• Launched a new mutual fund for Jensen Investment Management with the re-design of their website and burst email. The new direction helped them build their investment portfolio and meet industry guidelines.

• Increased the revenue stream for a Canadian construction firm by 11% through the re-design of their bilingual website and marketing material.

Tonya Leichtle

Business Owner and Creative Director

Verbena Advertising + Interactive
October 2003 - December 2008

Built my agency to 20 full-time customers with a revenue of over a million per year. Hired, mentored, and managed a cross-functional team of over 15 employees.

• Directed the business direction, strategy, roadmap, creative, and content on multiple products and digital campaigns.

• Won a state ballot for the Black Hawk/Central City casinos via a public awareness campaign.

• Launched for Spiritual Formation Foundation a national faith-based organization their web-app product that helped their community organize events, connect and grow.

• Increased communication and exchange of information by developing an internal web-app for CIA-Colorado to be used by their various teams.

• Created the user experience and visual design for DaVita's physician and patient software interface.

• Designed and developed for the Professional Ski Instructors of America their web-app education platform and portal.

• Successfully designed Colorado Ballet's website, burst e-mail, and online ads.

• Led in-house workshops for clients and their teams to foster the value in design-thinking methodologies and user-centric focus for their products and brand.

Hexagon UX
February 2019 - June 2019

I am passionate about sharing my experience and skills to help others grow themselves and their career. Being a mentor means taking the time to not only create a space of listening for one's mentee but an environment of respect, understanding, trust, empathy, and compassion.

I always walk away from my conversations with my mentee in not only having learned a lot about them but also about myself.

Boulder Valley School District
September 2014 – March 2020

• Initiated and ran for an elementary school their Colorado Gives Day fundraising campaign that targeted the local business community.

• Grant writing to help garner more technology for a local elementary school library.

• Helping students with the Chromebooks, explaining how coding works at code.org.

• Developed the foundation for a local elementary school's business donation program.

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THANK YOU

www.tnlcreative.com