

THERESA CHARLESTON

PRINCIPAL PRODUCT DESIGNER

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CENTENE

PRINCIPAL PRODUCT DESIGNER | 2022 - Present

Lead product design strategy, UX deliverables, and design operations for several teams across enterprise healthcare products serving millions of members. Responsible for cross-functional deliverables and alignment with Product, Engineering, Content, Analytics, Research, Accessibility, and Executive Leadership to define and elevate experiences, shape and design future-state experiences, establish scalable design workflows and processes, mentor designers, and deliver measurable visitor and business outcomes. Create solutions for company goals around AI innovation, roadmaps, ops, planning, and design systems. Create research and data-driven designs for multi-billion dollar products.

NATIONAL GEOGRAPHIC LEARNING

SR PRODUCT DESIGNER & UX WRITER | 2019 - 2022

Partnered with K-12 students, teachers, and stakeholders to design and deliver an engaging, age-appropriate e-learning native and web platform grounded in research, testing, and UX writing. Embedded UCD and scalable design ops by establishing a versioned design system, research templates, streamlined workflow, and other operational refinements for efficiency and consistency.

WATCHTOWER BENEFITS (Contract)

LEAD PRODUCT DESIGNER & CX WRITER | 2017 - 2019

Directed UX at this early-stage insurance SaaS—designing desktop-first web products and building the end-to-end design/marketing workflow (IA, visual, prototyping, testing, research, mapping, copy, print/web). Developed UX operations. Launched multiple products that became the company’s primary and profitable revenue stream.

RETROFIT (Contract, Startup)

LEAD PRODUCT DESIGNER | 2015 - 2016

Designed native and web-based app and desktop product. Introduced and directed UX for this growing fitness/wellness startup. Created and managed all UX deliverables and workflows including visual designs, information architecture, research, data, heuristics, ux copywriting, and product planning. Managed design contractors.

SPOTHERO (Startup)

LEAD PRODUCT DESIGNER | 2012 - 2015

Designed native app, web-based desktop/app, and marketing site. Introduced and directed UX for this parking startup in Agile environment. Created and managed all UX deliverables/processes including research and heuristics, innovation sessions, visual designs, information architecture, mapping, prototyping, testing, ux copywriting, and UX product planning and strategy. Created marketing collateral and rebrand. Developed and managed photography efforts. Managed design contractors.

THRESHER, PRINTWITHME, EUROMONITOR & OTHERS

LEAD PRODUCT DESIGNER | 2013 - 2026

Created and managed all UX deliverables, including architecture, visual design, user testing, prototyping, copywriting, for various companies. Worked with international stakeholders and customers.

ORBITZ

UX DESIGNER | 2010 - 2013

Created visual designs and information architecture for this online travel business in Agile environment. Designed Orbitz and CheapTickets rebrands which are still being used today. Worked with international stakeholders and customers, and with brands such as E-Bookers out of London and HotelClub in Sydney. My designs resulted in millions of dollars in revenue increase, per internal testing.

DELOITTE, AON HEWITT & SEARS (Contract)

UX DESIGNER & DEVELOPER | 2003 - 2010

Created software and print designs for various Fortune 500 clients, collaborating cross-functionally. Designed personalized healthcare and retirement content to users of all brands and languages under the Aon umbrella, through ideation sessions, designs, and code. Observed user testing and created refinements from takeaways. Designed e-comm UI for Sears, K-Mart, Craftsman, The Great Indoors, and more, in an Agile setting.

PROFICIENCIES

UX LEADERSHIP & ALIGNMENT

UX STRATEGY & PLANNING

DESIGN OPS & WORKFLOW

SOFTWARE & ECOMM DESIGN

NATIVE & WEB UX/UI/IA DESIGN

DESIGN SYSTEMS

CONTENT DESIGN & WRITING

RESEARCH & DATA ANALYSIS

MARKETING DESIGN & BRAND ID

AGILE METHODOLOGY

EDUCATION

HARPER COLLEGE

APPLIED ARTS, VISUAL COMM | 2009

SAUK VALLEY COLLEGE

FINE ARTS | 2004

PRO BONO & VOLUNTEER

DENVER CONSERVATION ALLIANCE

CONSERVATION DOCENT | 2022 - Present

LINCOLN PARK ZOO

ANIMAL BEHAVIOR STUDIES | 2019 - 2021

HUMANE SOCIETY OF U.S.

FEMA-CERTIFIED RESCUE | 2017 - Present

FORTUNATE FELINES & CPR FUND

MARKETING DESIGN, FOSTER | 2014 - 2019

WOOF APP

UX DESIGN, DEV, COPYWRITING | 2016

ART FOR ANIMALS

PET PORTRAITS, PHOTOGRAPHY,
MARKETING DESIGN | 2016 - Present

PAWS CHICAGO

PHOTOG, MEDICAL CENTER | 2011 - 2016