

# RICH WILSON

## Senior Product Design & Development Leader | DesignOps Innovator

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🔗 Portfolio: [www.crichw.com](http://www.crichw.com)

📍 Raleigh, NC

## EXPERIENCE

### Chief Product Officer

#### 1 Commerce (e-commerce software)

📅 07/2024 - Present 📍 Raleigh, United States

Led Product Design & Development teams (20–30 ppl) at a logistics and e-commerce software company that offers:

- AI/ML-driven logistics solutions (WMS/IMS, Fulfillment), e-commerce solutions, (OMS, PIM), Marketplace Integrations (Amazon, Walmart, Target, EBay, TikTok + 40 others), and end-to-end analytics and predictive modeling for the complete lifecycle of products, orders, and inventory.

### SVP Product Design & Development

#### Tradefull (e-commerce software)

📅 01/2023 - 07/2024 📍 Raleigh, United States

End-to-end e-commerce software company

- Led design and delivery of software that generated ~\$180m in annual GMV.
- Designed and guided AI-enabled features for a conversational experience.
- Led design and delivery of Returns Management MVP in 2 weeks.
- Transformed organization from purely engineering to product-led SDLC.
- Built support features that contained churn to <7% annually.

### Head of Product Design & User Experience

#### Tradefull (e-commerce software)

📅 07/2022 - 01/2023 📍 Raleigh, United States

End-to-end e-commerce software company

- Designed and built a native mobile 1st e-commerce storefront solution.
- Developed product roadmap from prototype, to MVP, to full-feature release.
- Built UX/UI team and influenced execs towards product design/dev.
- Re-design web-app that had 2,000 subscribers, producing \$45m in revenue.
- Defined metric standards and improved NPS from 34 to 51 in >12 months.

### Chief Product Officer

#### Fiberify, Inc.(field services/workforce management software)

📅 06/2019 - 07/2022 📍 Raleigh, North Carolina, United States

Field services/Workforce Mgmt SaaS product for the Telecom industry

- Led design and delivery of software that generates \$15m annually.
- Defined and built roadmap for emerging market Telco product.
- Defined market opportunity for double-side marketplace SaaS product.

### Senior Director, Product Design

#### Fiberify (field services/workforce management software)

📅 02/2018 - 06/2019 📍 Raleigh, United States

Field services/Workforce Mgmt SaaS product for the Telecom industry

- Led complete re-design of field services software.
- Improved user experience which led to reduced churn (<4%).
- Increased time in app by 130+%.
- Improved CSAT score from 3.3 to 4.3 in 6 months.

## SUMMARY

Product Design & Development professional with over 15 years of experience in managing product design teams. Recognized expert in UX/UI design and digital strategy. Key achievements include leading the design and delivery of software processing nearly \$200 million in annual revenue and improving conversion rates by 150% year-over-year.

Key clients include: **McAfee, Royal Caribbean Cruises, Geodis, Cisco, H&R Block**, and others.

## KEY ACHIEVEMENTS



### Product Design Excellence

Led design and development of a suite of integrated applications in a seamless experience that processed nearly \$200m in annual revenue.



### Conversion Rate Improvement

Improved conversion rates by 150% YOY.



### Efficiency Improvement Leader

Reduced project delivery time by ~25%.



### Product-Led Revenue Growth

Increased revenue by more than 50% in 3 consecutive years.

## CERTIFICATION

### Nielsen Norman Group UX Certificate, UXC

Nielsen Norman Group

## SELECT PROJECTS

### United Nations - CMS / Donations App

📅 03/2020 - 07/2020 📍 San Diego, CA

Designed and built a SaaS CMS platform for **United Nations** in partnership with **Facebook** and **Playing for Change**

- Enabled scalable multinational content delivery and donation platform for 10m users in 178 countries.

### Royal Caribbean - Smart Ship App

📅 02/2019 - 10/2022 📍 Raleigh, NC

Designed and built DevOps and Guest Experience apps for **Royal Caribbean Cruises**

- Reduced onboarding spend by ~18%, reduced delivery pipeline cycle times by >25%, and helped improve guest and employee experience.

## EXPERIENCE

### Co-Founder/Chief Executive Officer

#### Tresbu Digital (product design & development)

📅 12/2017 - 07/2022    📍 San Diego, CA

Digital Transformation Consulting Services

- Built product design and development services across international teams in the US, India, Argentina, Ukraine, the UK, and Singapore, including full-stack app development, low code app development, UX/UI Design & Development, and digital strategy.
- Led product design and development teams on large and medium scale projects ranging from low code app development (Mendix), to full-feature release including product market fit research, UX/UI Design, development, UAT/BAT, and PLM.
- Customers Include: McAfee, Royal Caribbean Cruises, Privafy, Continuing Medical Education (CME), NVIDIA, Cisco, UC Berkley, and others.

### Founder, Contributor | Technology & Entertainment Brand Consultant

#### VeepStack (product design & development)

📅 05/2009 - 01/2019    📍 San Diego, CA

Founded creative agency + product engineering company that delivers innovation and experiences in response to contacts seeking product design, development, UX design, UI design, product marketing, and branding services.

- Earned and served clients such as H&R Block, Geodis, Playing for Change, Dr. Bronner's, and WD-40. Created and developed experiences, print and digital collateral, marketing campaigns, ad campaigns, written copy, and short/long form videos.
- Conducted focused UX audit(s) that identified user confusion and experience fail points resulting in loss of revenue. Re-designed UX for high stakes page experiences, re-wrote micro-copy, and streamlined interactions, including checkout experience that resulted in a conversion increase of over 1200%.
- Wrote, directed, produced, and co-edited digital video series that garnered over 6M YouTube and Facebook views.

## EDUCATION

### BA, English Literature, Minor - Economics

University of North Carolina at Charlotte

## SELECT PROJECTS

### Geodis - Logistics Marketing Automation

📅 02/2021 - 11/2021    📍 Raleigh, NC

Designed and built marketing automation platform for Fortune 500 logistics provider, **Geodis**.

- Automated content management, lead generation, lead nurturing, and marketing analytics into a single integrated experience.

## MORE



**LinkedIn**

<https://www.linkedin.com/in/crichw/>



**Portfolio**

[www.crichw.com](http://www.crichw.com)