CARLA M. VALDES

EXPERIENCE DESIGN, BRAND & DIGITAL STRATEGY

Carlamvaldes@gmail.com 571-388-8581 www.carlamvaldes.com in/carlamvaldes

Experience design leader with 15+ years driving end-to-end digital experiences for healthcare, pharma, and e-commerce brands. Bridge UX strategy with conversion outcomes to deliver measurable ROI. Build and lead cross-functional teams, develop scalable design systems, and ship digital products that exceed business objectives.

EXPERIENCE

Experience Design Consultant

Carla M. Valdes | 2013 – Current

- Lead experience design and conversion optimization across websites, email, and product interfaces for healthcare, pharma, e-commerce, and consumer brands.
- Conduct comprehensive UX audits identifying friction points and opportunities for measurable performance improvement.
- Architect end-to-end digital experiences spanning information architecture, interaction design, and conversion strategy.
- Develop design systems and brand guidelines that balance creative excellence with business objectives.
- Partner with agencies and brands as a fractional design leader on strategic experience design engagements.

Engagements have included:

- VP, Associate Director, Engagement Strategy | *Omnicom Health Group*
- Fractional Director of Digital Experience and Brand | *Plaid Crafts*
- Director of Marketing | *Mercy Medical Angels*
- VP Experience Design | *Meet Prompt*

Senior Manager, Brand Experience

Nerdy | 2024 – 2025

- Led creative direction and UX strategy for digital assets including webpages, blogs, landing pages, and email campaigns.
- Designed customer journey maps and implemented data-driven optimizations based on user research and analytics.
- Architected CRM strategy and user journeys across consumer and institutional markets, mapping touchpoints for retention, acquisition, and promotional initiatives.
- Directed development of AI chatbot marketing content and flows for both B2B institutional clients and B2C consumer segments.
- Managed a design team delivering transactional, triggered, and marketing emails while establishing scalable customer journey workflows.
- Collaborated cross-functionally to align creative vision with business goals and conversion outcomes.
- Directed integrated campaigns, including influencer partnerships and PPC, ensuring a consistent brand experience across all touchpoints.
- Partnered with SEO team to optimize content strategy and user pathways for organic growth.

Impact:
Drove customer retention and acquisition strategies that exceeded KPIs, while establishing scalable marketing processes and design systems that improved operational efficiency across the organization.

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EXPERIENCE CONTINUED

Director Of User Experience

imre | 2021 – 2023

- Defined functional requirements and led development sprints through QA and MLR reviews.
- Introduced data-driven design methodologies that improved conversion rates and established UX best practices.
- Aligned cross-functional teams to deliver omnichannel experiences that balanced user needs with technical requirements.
- Secured new business through strategic pitching while managing multiple pharmaceutical accounts.
- Directed diverse digital initiatives, from sample closet platforms to CRM programs and corporate websites.

Impact:
Built and established the agency's digital/UI team from the ground up, creating scalable creative workflows that enabled websites, audits, and digital communications to become a new revenue vertical.

Creative Director

Whereoware | 2016 – 2021

- Championed strategic vision for B2B and B2C clients, driving agency growth and earning industry recognition for e-commerce and digital brand campaigns.
- Built and led a creative team from 0 to 11 designers, establishing scalable design standards and UX best practices.
- Conceptualized and developed UX strategies for Sitecore, Optimizely, and Adobe Experience Manager implementations.
- Co-led development of proprietary tools, including Product Fast Lane and a modular email builder —to streamline campaign execution.
- Fostered collaboration across marketing, sales, and development to deliver data-informed omnichannel solutions.
- Transformed project management by introducing structured briefs and agile workflows, improving efficiency across digital transformation projects.
- Led creative strategy for enterprise CMS platforms (Sitecore, Adobe), incorporating A/B testing with Optimizely to optimize user experience.

Impact:
Launched and grew creative team to 11 designers while achieving industry recognition for global brand work and developing agency's enterprise digital platform capabilities.

General Partner

Fortify Ventures | 2011 – 2013

- Sourced and evaluated early-stage technology investments across fintech and enterprise SaaS.
- Directed startup accelerator strategy and mentored portfolio companies toward product-market fit.
- Managed investor relations and led fundraising initiatives for fund growth.

Previous experience includes digital marketing and product strategy roles in consumer goods, luxury retail, and financial services sectors

EDUCATION

BA In Communications

George Mason University | 2009

UX Management

Nielsen Norman Group | 2019

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