



Tori Conner

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BACKGROUND

As both a manager & UX designer with Insight Consulting Sevices, I lead a team of eight designers, support sales & new business, support broader design initiatives & best practices, and also oversee delivery for a variety of client projects across industries.

While my degree in Management Information Systems (MIS) and my early work experience initially leaned toward the technical, I found myself more often playing the role of business analyst and project manager during my time with Accenture consulting. When I eventually discovered UX, it sparked a change in my career path, and served as the bridge between my technical and creative sides. Today, I rely on my complementary experiences to more closely collaborate with technical counterparts, advocate for design from a business standpoint, and understand the always shifting balance between business goals and user goals.



ROLE SUMMARY

- Responsible for seeing projects through the end-to-end design lifecycle (discovery, definition, delivery), including pre-sales, project management, business requirements, and project close-out.
- Lead business, technical, and design stakeholders through strategy & design workshops: Design Thinking, Service Design.
- Both oversee and create design deliverables (e.g. user research, interviews, user flows, storyboards, wireframes, prototypes, visual designs, user testing).
- Lead, mentor, and champion people. Foster team collaboration, culture, and build best practices. Support hiring activities.



SELECTED EXPERIENCE

Insight Consulting Services

Strategy & Design Practice Manager
Sept 2021 - present

Selected Projects:

Portfolio Tool to store and view client stories for Insight (internal)

- Led a 6-month discovery effort to deeply understand the problem and pain points related to finding Insight client stories. Interviewed stakeholders and users, conducted design thinking workshops, evaluated available tools/ solutions, and created requirements.
- Created and successfully pitched a proposal to leadership recommending to fund a full-time project team to build an MVP version of the portfolio tool, including a roadmap for the future.

IoT (Internet of Things) Strategy Assessment for a global manufacturing company focused on niche markets

- Worked closely with the client team to understand the current organizational landscape and future vision. Led stakeholder interviews with ten business units and presented key interview findings.
- Facilitated service design mapping workshops to identify and validate gaps & opportunities.
- Collaborated with IoT architect to lay out proposed organizational changes - pitched a new IoT “Center of Excellence” team at the corporate level.
- Created extensive governance strategy and plan to build out the Center of Excellence, and co-authored an 80+ page IoT implementation guide.

SELECTED EXPERIENCE (cont.)

Principal UX Designer
Apr 2018 - Sept 2021

Design System for a multinational beverage and brewing company

- Led and supported design team in coordination of 30+ components across platforms (web, iOS, Android), including UX and development guidelines.
- Created design and delivery project guidelines, including best practices and downloadable templates.
- Created governance strategy for the design system, including support, adoption, communication, release management, and team structure.

IoT Pilot for a U.S. based professional tree and lawn care company

- Supported pre-sales and managed project delivery for a \$500K+ project, including staffing, scope & budget management, and meeting facilitation.
- Created UX designs for an employee service web portal and consumer-facing native Android app.
- Built Power BI dashboard for sensor analytics.
- Closely collaborated with technical architects in order to integrate sensor data into front-end applications.

Senior UX Designer
Feb 2016 - Apr 2018

IoT Connected Ecosystem for a large national manufacturing company

- Delivered requirements, wireframes, and visual designs for a touchscreen, iOS & Android consumer apps, and both internal and customer-facing device management portals (included content management, analytics, & device management capabilities).
- Managed 2-4 designers & developers throughout the project.
- Managed the offshore team responsible for touchscreen development.

Support Operations Dashboard for a large regional health care provider

- Delivered an internal web tool that provides employees with a way to assess KPIs, track progress towards targets, view trends over time, and leverage best practices across hospitals.
- Conducted task-based user testing using a high-fidelity Axure prototype.
- Managed hand-off from design to build phase; tracked changes and decisions.

Accenture

Analyst - Lead
Consultant
2010 - 2016

Primarily worked with large health insurance clients on a wide variety of projects. Coordinated work across client functional areas and within all levels of client organizations - from third-party vendors to BAs to VPs. Relevant experience includes: strategic research, current state assessments, future state roadmapping, project scope definition, project planning & management, business requirements definition & elicitation, and executive-level presentations.

Education:
The Ohio State
University

B.S.B.A. Management Information Systems (MIS) & Operations Management,
Communications minor



Contact Me

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