

Cristina Escutia

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EXPERIENCE

Sr. Staff Designer, H-E-B Digital

Current

Providing strategic research and design leadership to business verticals as part of H-E-B's transformation into a digitally enabled company.

Sr. Design Manager, H-E-B Digital

July 2021 - January 2023

Led Digital Fulfillment and Inventory & Location Management design teams for a top 20 retailer in the US. Responsible for organizational growth, performance management, design thinking and UX strategy, and stakeholder management. Supported 2 design managers and a team of 10 designers and researchers.

UX Manager, Shopify

July 2019 - June 2021

Led a distributed UX team to deliver on key business initiatives for a growing eCommerce platform, including: incremental improvements to the Customer Segmentation platform, redesign of the Customers merchant experience across mobile and web, and post-purchase upsells checkout MVP.

Director Of User Experience Design, Express Scripts

November 2016 - July 2017

Grew a small and nimble UX team for the second largest specialty pharmacy in the country. Launched the first responsive website and mobile app, defined the overall digital strategy and roadmap, and established a data informed design culture.

UX Designer/UX Manager, PayPal

December 2009 - October 2016

Designer and manager for various business areas, including PayPal checkout and credit.

Interaction Designer, White Lion Design Agency

August 2007-November 2009

Web Designer, The University of Texas at Austin

January 2004 - July 2007

EDUCATION

Masters of Museum Studies, University of Oklahoma

2023 – current

Certificate of Photography, Austin Community College

2019 – 2021

B.A. Anthropology, University of Texas at Austin

1999 – 2003

SKILLS

- Service design
- Systems design
- Design thinking
- Workshop facilitation
- Design mentorship