

DOVE M. DAVIS

Raleigh, NC | (423) 470-5371

davis.dove@gmail.com | <https://www.linkedin.com/in/dovedavis/> | <https://www.dovedavis.com/>

Executive experience leader incorporating journey-led strategy, human-centered design, and behavioral science to create holistic, data-driven experiences. Connecting business, employee, and consumer values to drive measurable impact.

RELATED SKILLS INCLUDE:

- ✓ CX/UX Research, Mixed Methods
- ✓ CX/UX Strategy & Management
- ✓ Persona Creation
- ✓ User Journey & Empathy Mapping
- ✓ Design Systems
- ✓ Generative AI Co-Pilots & Chatbots
- ✓ Design Thinking
- ✓ Human-Centered Design
- ✓ Change Management
- ✓ Data Analysis & Storytelling
- ✓ CX/UX Metrics & KPIs
- ✓ Benchmarking
- ✓ Conversion Rate Optimization
- ✓ Digital Transformation

EDUCATION AND CERTIFICATIONS

MS, APPLIED SOCIAL PSYCHOLOGY- GEORGE WASHINGTON UNIVERSITY (ORGANIZATIONAL BEHAVIOR & TECHNOLOGY)

BA, JOURNALISM & INTERNATIONAL STUDIES- EMORY & HENRY UNIVERSITY

UX MASTER CERTIFICATION, INTERACTIVE DESIGN & UXR- NIELSON NORMAN GROUP

CONSUMER SCIENCES CERTIFICATION, NEUROSCIENCE & NEUROMARKETING- COPENHAGEN BUSINESS SCHOOL

PROFESSIONAL EXPERIENCE

DIRECTOR, DIGITAL CONTENT & UX STRATEGY, WORLD SERVICES DISCIPLESHIP (CONTRACT)

2025-2026

"Some leaders help you do your job better; Dove changes the way you think, grow, and approach your work. She has a genuine ability to inspire people, leaving teams, organizations, and individuals better than she found them..."

- Owns the digital experience vision and roadmap, defining strategy across web ecosystems and governing discovery, research, accessibility, and optimization to balance user needs, organizational goals, and long-term growth.
- Leads organization's measurement framework and operating model by partnering with leadership to set OKRs, KPIs, and digital performance standards, and streamlined workflows, intake processes, and cross-functional governance to improve alignment, accountability, and execution efficiency.
- Leads research-driven decision-making across teams, championing UX research practices and embedding customer insight directly into strategy, prioritization, and experience development.

PRINCIPAL UX RESEARCH & STRATEGY LEAD, ADTALEM GLOBAL EDUCATION (CONTRACT)

2023-2025

"Dove combines deep CX and UX expertise with a unique ability to align and educate teams. She seamlessly translates business goals and user needs, turning research and insights into strategies that drive meaningful results."

- Owned end-to-end customer journey strategy, transforming qualitative and quantitative insights into personas, journey maps, information architecture, and experience strategies that informed enterprise products.
- Directed UX research and design strategy for the organization's first Generative AI and chatbot initiatives, partnering across Consumer Insights, Data Science, and Analytics to shape data-informed, AI-enabled go-to-market products and strategies.
- Built and mentored UX team of strategists, researchers, and designers, embedding human-centered design principles and measurable UX outcomes into business OKRs, KPIs, and product strategies.

DIRECTOR, DIGITAL EXPERIENCE, UX STRATEGY, & OPTIMIZATION, SHARKNINJA

2022-2023

"One of Dove's standout qualities is her unwavering dedication to digging deep into issues and seeking innovative solutions. She has a remarkable talent for identifying areas for improvement and proposing effective strategies to enhance processes."

- Directed omnichannel digital experience strategy for the DTC business, leading multidisciplinary teams across UX, SEO, CRO, content, development, and product to deliver consistent, customer-centered journeys across digital and service touchpoints.
- Led discovery, UX research, design, and development for the award-winning Shark Beauty digital experience, contributing to a 165.6% increase in net sales (\$152.5M vs. \$57.4M) — the company’s highest-performing digital initiative.
- Established enterprise CX/UX governance frameworks spanning personas, journey mapping, experimentation, design systems, information architecture, and performance measurement to strengthen executive decision-making.

DIRECTOR, DIGITAL EXPERIENCE, G&S COMMUNICATIONS

2020-2022

“Dove is both a strategic force and an exceptional people leader. She excels at turning vision into action, building high-performing teams, and helping others recognize and develop their strengths.”

- Pillar Principal, Digital Center of Excellence — led CX, UX, and digital teams to deliver award-winning, human-centered experiences through personas, journey maps, research, testing, and design systems.
- Drove cross-functional innovation in CX, UX, CRO, SEO, and KPI tracking, contributing to a \$25M AOR acquisition and 50% digital team growth.
- Produced competitive intelligence and journey-effectiveness insight reports spanning CX, UX testing, CRO, information architecture, behavioral insights, and engagement/KPI optimization to guide investment decisions across multiple clients within the agritech, healthcare, real estate, banking, and advanced manufacturing.

SENIOR ACCOUNT & PRODUCT MANAGER, INIZIO EVOKE

2017-2019

“Dove is one of the best managers I’ve ever had—a strategic, compassionate leader who not only championed my growth and recognized my achievements but also served as a mentor who helped shape my career.”

- Managed UX strategy and experience design for “Asthma Insider,” a patient digital experience for Sanofi Genzyme and Regeneron, which won Gold for Consumer Website at the 2018 PM360 Pharma Choice Awards — an industry-voted recognition for the year’s best healthcare creative.
- Managed digital experience strategy for pharmaceutical and healthcare clients, including Merck, Sanofi, and Regeneron, optimizing patient and physician journeys within a highly regulated environment to strengthen brand awareness, engagement, conversion, and retention — partnering closely with Medical, Legal, and Regulatory review.
- Developed personas, competitive analyses, and journey maps to uncover user behaviors, pain points, and “moments that matter,” informing strategic opportunities and experience improvements.
- Led mixed-method research and data analysis, translating insights into actionable experience strategies that improved usability, customer experience, and business performance

DIGITAL CONTENT & PRODUCTION MANAGER, SMITHSONIAN CHANNEL

2015-2017

- Managed content/design approvals, UAT, and A/B testing, establishing benchmarks, KPIs, and quarterly competitive insights to drive performance improvements.
- Collaborated with design and research teams to develop a digital design system and UX testing framework, launching the Channel’s first mobile application experience.
- Adapted exhibition and program content for digital platforms across social, SEO, website, and email, ensuring a consistent brand experience across channels.

PRODUCTION & OPERATIONS MANAGER, THE DOCUMENTARY CENTER AT GWU

2012-2015

DEVELOPMENT & PRODUCTION MANAGER, NATIONAL GEOGRAPHIC CHANNEL

2010-2012

DEVELOPMENT & PRODUCTION COORDINATOR, NATIONAL GEOGRAPHIC CHANNEL

2008-2010

WRITER & VIDEO EDITOR, ABC NEWS

2006-2007

TECHNOLOGY STACK

Figma, Adobe Experience Manager, Salesforce, AdobeXD, Wordpress, Drupal, Qualtrics, Usertesting.com, SurveyMonkey, GA4, Google Search Console, Optimizely, Claude Design, ChatGPT, NotebookLM, Jira, Microsoft Azure, ContentSquare, Tableau, AWS, Confluence, Power BI, Sketch, Adobe Creative Suite, Azure AI, Outlier, Miro, Bugherd, Hubspot, Looker Studio, SEMRush, Dovetail, Hootsuite, TrustPilot, Typeform, Hotjar, InVision, Asana, Squarespace