

STACIA LORENZE

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*Password for portfolio and contact information
for references are available upon request.*

ABOUT ME

I am a customer experience and service design leader with 10+ years of experience crafting systemic, outcome-oriented solutions that enhance both customer and internal stakeholder journeys across end-to-end lifecycles. I am proficient in harnessing data-driven methodologies, mixed-methods research approaches, and design-thinking to optimize customer satisfaction, loyalty, and lifetime value. I have a proven track record delivering measurable revenue growth and operational efficiencies for Fortune 500 companies. I am adept at cross-functional leadership, team development, and utilizing collaborative methodologies to achieve impactful outcomes.

SKILLS

Leadership: Cross-functional team leadership including communication, budget and project/program management, negotiating competing priorities, integrating industry best practices, executive presentation and storytelling, sharing knowledge and mentoring others

CX Strategy + Mgmt & Service Design: Development of strategies that balance customer and business objectives, creating end-to-end journey maps and/or service blueprints, persona development, establishing frameworks for customer behavior and/or problem statements, conduct in-depth touchpoint analysis, managing an experience management (VoC) program

Collaboration: Cross-functional prioritization, planning, prototyping, facilitation including workshops, co-creation, implementation requirements for internal teams such as product, engineering, data, marketing, training /readiness, legal and compliance

Research & Analytics: Quantitative and qualitative methodologies, KPI tracking, VoC analysis (NPS, CSAT, CES/LoE, CLV, and many more)

Tools & Platforms: Figma/FigJam, Mural, Miro, TheyDo, Adobe Creative Cloud, Google Workspace including Analytics, Microsoft Office, Jira, TestBox, Salesforce, Qualtrics, Medallia, Gainsight

EDUCATION

Savannah College of Art and Design

- B.F.A., Advertising Design, 2005 - 2008
- M.A., Design Management, 2008 - 2009

Arizona State University

W. P. Carey Certificate in Customer Experience, 2015

University of California, Santa Barbara PaCE

Customer Experience Certificate Program, 2024

EXPERIENCE

Principal Service Designer / Customer Delivery Designer, June 2021 - July 2026 **Intuit Mailchimp, Atlanta, GA**

Leader of end-to-end journey design & process improvement initiatives that spanned across multiple types of enterprise experts including sales, onboarding, support, and customer success.

Conducted a visionary three-year strategic transformation aligning cross-functional teams to resolve recurring customer challenges throughout the lifecycle and incorporated data-driven insights to elevate service delivery from below table stakes to best in- class. Recommended initiatives projected to unlock \$33M in annual recurring revenue.

Designed complex end-to-end service blueprints for multiple mid-market growth initiatives, detailing manual and automated processes; projected \$13M revenue increase and the acquisition of 325K new customers.

Developed an enhanced onboarding strategy based on data-backed durable pain points that combined product self-service and service-led experiences; projected \$18M increase in new growth revenue.

Additional experience can be found on the next page.

Eliminated manual and time consuming friction points for sales experts and new customers resulting in an average of 100 new customers per month with 50K in new monthly revenue.

Served as interim team lead, managing daily operations and cultivating a customer-centric culture. Developed and refined the craft skill framework to reduce subjectivity and establish clear expectations for individual contributor roles.

Senior Consultant - Experience Strategy and Design, August 2016 - June 2021 **Slalom Consulting**, Atlanta, GA

Subject matter expert that delivered journey mapping, service blueprints, customer research, established customer metrics, optimized channel integration, and aligned business strategy with process improvements for companies focused on becoming customer-centric.

Led user-centered research, journey mapping, and prototyping to prioritize improvements for in-store associates, contributing to \$1.5M incremental sales for a multi-billion-dollar home improvement retailer.

Developed custom product launch and digital purchasing strategy for a collaboration between the world's largest packaging delivery company and a major American singer-songwriter. Designed the product prototype, user flows, and internal communication plans, resulting in the sale of 11,000 commemorative bundles.

Provided strategic research and journey mapping expertise for multi-billion dollar companies, including a global corrugated packaging leader, Florida's largest utility company, a third-party logistics and freight brokerage provider, and a major American restaurant chain.

Senior Consultant - Customer Experience and Insight Strategy, January 2013 - August 2016 **Sparks Grove (a division of North Highland)**, Atlanta, GA

Led CX research and journey mapping initiatives for multi-billion-dollar companies, including global telecom, California health insurance, US home improvement retail, an international airline's B2B loyalty program, and a major financial services firm.

ACCOLADES Additional accolades can be found on www.linkedin.com/in/stacialorenze

"I had the fantastic opportunity to work alongside Stacia for over a year at Intuit Mailchimp. As a Principal Customer Experience Designer, she played a vital role in our Sales Enablement program, a massive initiative designed to streamline sales operations on Intuit Salesforce.

Managing a program with 80+ people across 10+ teams is no easy feat, but Stacia made it look seamless.

A few things that make her an exceptional leader:

Cross-Functional Alignment: She acted as the critical bridge connecting the Sales team with engineering, finance, marketing ops, identity, and data engineering.

Executive Communication: Stacia expertly managed upward communication with senior leadership and efficiently translated their strategic decisions back down to the operational teams.

Collaborative Facilitation: She continuously brought teams together, leading multiple workshops to break down silos and drive unified solutions.

Stacia's ability to orchestrate complex stakeholder ecosystems while keeping the customer experience front and center is unparalleled. I highly recommend her for any senior or principal design leadership role."

- *Director of Engineering at Intuit Mailchimp*

"When I joined the team, Stacia was already a seasoned veteran of the practice, and working alongside her was one of the most formative parts of my early career. She brings a high level of craft rigor and genuine curiosity that makes her work stand out. She taught me how to practice service design in a real business context - how to bring stakeholders through a blueprint without losing them, how to frame the work so it surfaces the right questions rather than just presenting answers. That's harder than it sounds, and she made it look natural.

- *Senior Service Designer*