

STACIA LORENZE

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ABOUT ME

Customer Experience and Service Design Leader with 10+ years of experience crafting systemic, human-centered solutions that enhance both customer and internal stakeholder journeys across end-to-end lifecycles. Proficient in harnessing data-driven methodologies, mixed-methods research, and design-thinking to optimize customer satisfaction, loyalty, and lifetime value. Proven track record delivering measurable revenue growth and operational efficiencies for Fortune 500 clients. Adept at cross-functional leadership, team development, and utilizing collaborative platforms to achieve impactful outcomes.

EXPERIENCE

Principal Customer Delivery Designer, Intuit Mailchimp

June 2021 - Current | Atlanta, Georgia

Led a visionary three-year strategic transformation aligning cross-functional teams to resolve recurring customer challenges throughout the lifecycle, incorporating 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, respectively.

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.

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 Contributors.

Senior Consultant, Experience Strategy and Design, Slalom Consulting

August 2016 - June 2021 | Atlanta, Georgia

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 clients across packaging, energy, fast food, and logistics industries, including a global corrugated packaging leader, Florida's largest utility company, and a major American restaurant chain.

Additional Consulting Experience (2013–2016) with Sparks Grove, a division of North Highland

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

SKILLS

CX Strategy & Service Design: Journey mapping, service blueprinting, VoC programs, cross-functional prioritization, prototype architecture, implementation requirements

Research & Analytics: Quantitative and qualitative methodologies, KPI tracking, VoC analysis

Tools & Platforms: Figma, FigJam, Mural, Miro, TheyDo, Adobe Creative Cloud, Google Workspace, Microsoft Office

Collaboration & Leadership: Cross-functional team leadership, knowledge sharing, mentoring

CRM & Analytics Platforms: Salesforce, Qualtrics, Gainsight, Google Analytics