

# KELLIE WRIGHT

## CONTACT

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## EDUCATION

- USER EXPERIENCE DESIGN** 2019 - 2020  
University of Toronto, SCS | Toronto, ON
- GRAPHIC DESIGN (ADVANCED DIPLOMA)** 2011 - 2014  
St. Lawrence College | Kingston, ON
- ADVERTISING & MARKETING COMMUNICATIONS** 2010 - 2011  
St. Lawrence College | Kingston, ON

## EXPERIENCE

### DIRECTOR OF PRODUCT MANAGEMENT Nov 2022 - Present Combyne Ag | Remote

- Led the product design, user research, and marketing teams
- Developed the processes and structure to acquire and utilize user research insights for product decisions and build user empathy across the organization
- Conducted contextual, in-person interviews with customers, leading to valuable insights that helped establish the product roadmap and positioning
- Supported designers in creating seamless user experiences, leveraging a deep understanding of user pain points, and UX best practices
- Built user empathy within the organization by assembling and presenting educational assets including journey maps, personas, and industry overviews
- Created the product's system architecture map, utilized to future-proof infrastructure as the product expanded
- Designed wireframe concepts for complex new features and products to validate ideas with customers and partners
- Led research priorities and deliverables to inform product priorities and define product experiences, including the creation of customer surveys
- Recruited talent for the product team, informed team structuring, optimized processes, and mentored employees to help them grow in their roles
- Developed the long term roadmap, and product vision alongside the CEO
- Led the product positioning, and go-to-market plan, increasing user acquisition by **7% MoM over the past 12 months**
- Created the product's pricing model and led its launch in Feb 2023, earning the company its first recurring revenue
- Utilized Willingness to Pay research strategies to establish the price point and model that would be most successful with the product's target audience
- Achieved an average **13% MoM growth in revenue**, and **22 day conversion time** for new users, exceeding the initial 45 day TTC goal by **200%**
- Set yearly goals and tracked progress against KPIs related to product success
- Led the launch of various MVP features that were successfully iterated on, to build a base of paid, active users, leveraging the Jobs to Be Done framework
- Increased active user base by **194%** from product pivot in 2021, to present, 2023
- Successfully led and motivated the product team throughout the execution and launch of impactful features during a major product pivot

**DIRECTOR OF PRODUCT & UX** Feb 2022 - Nov 2022  
Combyne Ag | Remote

**PRODUCT MANAGER & UX LEAD** Jan 2021 - Feb 2022  
Combyne Ag | Ottawa, ON

**UX LEAD** Jan 2020 - Jan 2021  
Combyne Ag | Ottawa, ON

## CERTIFICATES

- PRODUCT LEADERSHIP** 2023  
Product School | Remote
- RISING LEADERS** 2022  
IO ScaleUp | Remote
- PRODUCT MANAGEMENT** 2021  
BrainStation | Toronto, ON
- UX DESIGN FOUNDATIONS** 2017  
RED Academy | Toronto, ON

## STRENGTHS

- Leadership
- Strategic Thinking
- User Advocacy

## SKILLS

### PRODUCT MANAGEMENT

Product Roadmapping  
Product Vision & Strategy  
Pricing Models  
Go-to-Market Strategy  
Market & User Research

### USER EXPERIENCE

UX Design                      Concept Testing  
User Interviews              Usability Testing  
Survey Design                Content Writing  
Personas                        Information Arch.  
Journey Mapping

### TECHNICAL SKILLS

Adobe C Suite                Mailchimp  
Figma                            Google Suite  
Miro/FigJam                  HTML & CSS  
Amplitude                      Wordpress  
Tableau (Novice)              Zendesk

## ACHIEVEMENTS

**AGTECH PRODUCT PIVOT** 2021  
Successfully led the strategy and execution of a product pivot while maintaining existing user base and increasing active users by 194% from the pivot in 2021 to present, 2023.

**PRODUCT ACQUISITION** 2022  
One of the founders and Dir. of Product for Combyne Ag, during its acquisition by Bayer Crop Science in 2022. The pivot in 2021 led to the product's acquisition for its focus on crop marketing, solving a niche problem for the agtech space.

## CREATIVE/ART DIRECTOR

Oct 2015 - Mar 2019

Elite Digital | Toronto, ON

- Conducted discovery sessions with clients to understand their business goals, expectations, and brand positioning
- Successfully pitched creative concepts to clients and maintained alignment on their goals and vision throughout project deliverables
- Provided creative solutions for client projects; including websites, branding, apps, print assets, and advertising campaigns
- Helped acquire new business by leading the strategy and execution of RFPs for large companies including Merck Canada, and Eli Lilly
- Worked closely with major pharma companies to implement marketing strategies for their pharmaceutical products
- Implemented a unique team workflow and structure to handle PAAB regulations and submission processes
- Led brainstorming sessions with team members to generate original concepts
- Led UX workshops to develop sitemaps, userflows, and other IA
- Collaborated with developers to ensure designs were seamlessly translated into digital experiences
- Oversaw projects from conception to completion, across multi-functional teams
- Established creative briefs, conducted industry research, and developed creative concepts to guide the execution of client deliverables
- Created moodboards and style guides to establish visual direction for designers
- Led designers to execute thoughtful, high-quality designs, that followed brand guidelines and aligned with established creative direction
- Acquired new creative talent for the agency and contributed to improving processes and company structure

## SR. DESIGNER

Nov 2015 - Apr 2016

Elite Digital | Toronto, ON

## DESIGNER & OWNER

Sept 2012 - Dec 2017

Wright Idea | Kingston & Toronto, ON

- Acquired new business by preparing and presenting proposals, while building relationships with clients to understand their goals
- Created and executed original design concepts for full scope projects, including branding, web design, packaging, and marketing materials
- Created unique brands, bringing personality and legitimacy to clients' business, allowing them to connect with their target audience
- Designed packaging for consumer products, leading the execution through to final production
- Provided creative consultation to clients throughout projects to help determine ideal solutions and design needs

## PRODUCT DESIGNER

Oct 2014 - Oct 2015

FrontRunner Professional | Kingston, ON

- Designed templates to expand the company's theme library for their proprietary Content Management System
- Worked in tandem with other product designers to ideate new feature additions to the core product to increase revenue from future customers
- Designed solutions for new features to add into the core product to increase value for existing customers
- Designed custom websites for high-paying clients, incorporating their brand and feedback, to come up with a unique design for their business
- Coded responsive website templates with HTML and CSS

## GRAPHIC DESIGNER

Dec 2013 - May 2014

Spark Productions | Kingston, ON

- Co-created the agency's branding with another designer
- Established the brand book and maintained brand usage
- Designed and prototyped digital tools for use in classrooms
- Led the website design and development for the agency

## GRAPHICS ASSISTANT

May 2013 - June 2014

St. Lawrence College | Kingston, ON

## RESEARCH ASSISTANT

May 2012 - Sept 2012

St. Lawrence College | Kingston, ON

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Strategic Thinking



User Advocacy

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User Interviews  
Survey Design  
Personas  
Journey Mapping  
Concept Testing  
Usability Testing  
Content Writing  
Information Arch.

## TECHNICAL SKILLS

Adobe C Suite  
Figma  
Miro/FigJam  
Amplitude  
Tableau (Novice)  
Mailchimp  
Google Suite  
HTML & CSS  
Wordpress  
Zendesk

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