

LINDSAY POULTON

Design Thinker, Empathic Researcher, Mad Strategist

PROFILE

10+ years of design thinking, consumer research and marketing experience. Passionate about connecting the dots between data, insights, strategy and execution.

SKILLS

Expert at finding and crafting the story with data, setting strategic direction and identifying growth opportunities.

Proven facilitator, leading sessions for multi-functional teams and across skill levels; from 15 min. power ideations to multi-day workshops.

Skilled at building collaborative relationships across multi-functional teams and across organizations.

Comfortable with ambiguity; ease adapting to constant change and managing competing priorities.

PROFESSIONAL EXPERIENCE

AKQA, CX Strategy Director, Mayo Clinic, 2021 - present, New York, NY

- Designed CX strategy for the US enterprise, including CX Experience Principles, Target Archetypes, and measurement framework
- Led cross-functional team of UX, analytics, and creatives
- Identified key solution territories across the end-to-end journey
- Led prioritization efforts with analytics team to focus CX efforts on the areas of highest business impact and customer need
- Established collaborative relationship with multi-disciplinary client team, working to solicit valuable input and build consensus

Twistthink, Design Strategist, 2019 - 2021, Holland, MI

- Uncovered deep consumer understanding by designing and conducting qualitative interviews and UX testing
- Created Journey Maps and Affinity Maps to visualize learnings and inspire areas for innovation
- Crafted Human Centered Design Briefs and set design priorities based on synthesis of business and consumer needs
- Regularly employed compelling storytelling and narrative design to convey key concepts and generate excitement

Spark Foundry, 2011 - 2018 Chicago, IL

Associate Director, Consumer Insights, MillerCoors, 2017 - 2018

- Led targeting evaluation project across the entire MillerCoors brand portfolio
- Created and led primary media strategy development for the Coors family of brands
- Designed and led cross-department ideation workshops
- Developed strategic scorecard to evaluate and improve work-shopped ideas

Associate Director, Human Experience, Multiple Clients, 2013 - 2017

- Led proprietary qual and quant research projects from research design, to analysis, to final presentation (Consumer Journey, Customer Segmentation, etc).
- Hand-selected to join small team to re-design company's global process & framework, using Design Thinking approach

Manager, Research and Insights, Multiple Clients, 2011 - 2013

- Utilized primary and secondary research to uncover insights and create strategy

Additional Experience, Domestic and Abroad: 1998 - 2011

13 years in Client Services, Marketing and Consulting roles

6 years living and working in Germany and Spain

EDUCATION

Master of Science, Integrated Marketing Communications, 2010

Northwestern University / Medill, Chicago, IL

Bachelor of Art, Political Science, 1997

Michigan State University, E. Lansing, MI