

MARIE SCHAFF

marie.schaff@gmail.com | Greater Boston, MA | [LinkedIn Profile](#) | [Portfolio](#) (password: Empathy!)

Unique blend, visionary product manager, empathetic UX leader, inclusive accessibility advocate, A rare gem shaping extraordinary experiences

As a Senior Product Design Manager and Product Manager, I excel at delivering innovative, user-centered designs that drive business growth. With expertise in managing designers, advocating for design thinking, and communicating effectively with stakeholders, I am passionate about creating intuitive experiences that delight users. My skill set includes expertise in user research and familiarity with emerging technologies, allowing me to anticipate future trends and create a culture of innovation and collaboration. I seek a director-level role where I can lead and inspire a team to create exceptional products that push boundaries and exceed customer expectations.

EXPERIENCE

05/2023 – Now

SR PRODUCT MANAGER, eCOMMERCE, PROCTER AND GAMBLE

Responsibilities:

- Oversaw daily web operations, combining expertise in UX, analytics, SEO, and product management, to provide a best-in-class brand and shopping experience, while also being responsible for providing strategic planning, execution, day to day leadership to enhance productivity and KPI excellence.

10/2021 – Now

SR PRODUCT DESIGN MANAGER, eCOMMERCE, PROCTER AND GAMBLE

Responsibilities:

- Oversaw a team of 4-9 designers across multiple product lines and projects, ensuring consistent design quality and brand alignment.
- Developed and implemented design strategies and roadmaps to align with business goals and user needs.
- Collaborated with cross-functional teams including product management, engineering, and marketing to ensure design alignment with overall product and company strategy.
- Collaborated with PM and engineering to support the transformation from monolith to headless by creating a unique design solution usable across all DTC products.

Achievements:

- Implemented processes from scratch, defined the vision and strategy for the design team based on the company's goals, user needs, and market trends, building a strong and creative team
- Led design team to develop a new design system, improving consistency and efficiency across products, reducing dev time by 20%.
- Introduced user research/testing practices, resulting in decreased user complaints.
- Mentored and coached junior designers, earning corporate recognition within the team.

06/2021 – Now

NA GROOMING ACCESSIBILITY LEADER, PROCTER AND GAMBLE

Responsibilities:

- Developed and implemented accessibility strategies aligned with industry best practices and legal requirements.
- Collaborated with counterparts globally for a comprehensive accessibility company strategy.

Achievements:

- Successfully improved product accessibility score by 40% through an ongoing testing process and achieved compliance with accessibility regulations, such as WCAG 2.1, resulting in a significant reduction of accessibility-related legal risks by 95%.

05/2021 – 10/2021

SR PRODUCT DESIGNER, PROCTER AND GAMBLE

Responsibilities:

- Led the User Experience design and processes within the Front-End innovation team based in the UK.
- Worked closely with product researchers, R&D, industrial designers, branding towards a vision of the Shaving app of the Future, as we experiment different solutions that connect to that vision.
- Created visuals to translate company's Business Models into consumer stimuli.

05/2020 – 05/2021

PRODUCT DESIGN LEADER, NAVIHEALTH

Responsibilities:

- Led design team to develop user-centered solutions for healthcare products/services.
- Collaborated to ensure designs meet goals and regulatory requirements.
- Mentored junior designers, improving quality and efficiency.

Achievements:

- Conducted user research/testing to redesign patient file management feature, increasing user engagement by 30%.
- Led design strategy/direction for healthcare platform, earning product team recognition for innovative, user-centered solutions.

01/2019 – 01/2020

PRODUCT DESIGN LEADER, SOLIDWORKS

Responsibilities:

- Led SOLIDWORKS projects and collaborated with a French team to build a unified vision/design system for marketing platforms.
- Created marketing materials/campaigns aligned with brand/business goals.
- Collaborated with cross-functional teams to ensure design solutions meet business objectives/user needs.

Achievements:

- Conducted user research/testing to redesign the Support section on the website, increasing user engagement by 15%.
- Established/maintained design systems/standards to improve consistency/efficiency across materials/campaigns/countries.
- Launched a new immersive marketing campaign, resulting in 10% increase in leads.

10/2017 – 12/2019

PRODUCT DESIGN LEADER, TRACELINK

Responsibilities:

- Developed/implemented design strategy for mobile/wearable products, including research/prototyping/testing.
- Collaborated with cross-functional teams to deliver high-quality products.
- Ensured products meet standards of platform/device manufacturers.

Achievements:

- Conducted regular user testing/research to meet evolving needs of the mobile/wearable market.
- Designed intuitive navigation/interfaces optimized for device limitations.

10/2015 – Now

PRODUCT DESIGNER/CONSULTANT/MENTOR, FREELANCER

CERTIFICATION

MAY 2023

PSPO, SCRUM.ORG

MAY 2023

UX MANAGEMENT, NNG

Nov 2021

CSM, SCRUM ALLIANCE

EDUCATION

SEP 2003

MBA, ISAM-IAE

High Honors

SEP 2002

B.S, UNIVERSITY LOUIS PASTEUR

Honors