

# Chava Canolli

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## Director of Digital Experience & UX Strategy

ENTERPRISE DIGITAL TRANSFORMATION + AI CUSTOMER ENGAGEMENT + UX OPTIMIZATION

UX, brand, and digital experience professional with 20+ years of experience leading enterprise-scale customer experience initiatives across UX, digital strategy, AI-driven engagement, analytics, and brand systems. Proven success translating business goals into scalable, customer-centered digital solutions across e-commerce, SaaS, enterprise platforms, healthcare, finance, aviation, telecommunications, and consumer products. Experienced leading cross-functional teams, enterprise digital ecosystems, customer engagement platforms, and large-scale UX modernization initiatives for global organizations including Perdue Farms, Microsoft, Dell, Oracle, VISA, Comcast, Fannie Mae, and Allegiant Airlines.

### Strong Background In:

UX strategy & research, CRO & analytics, AI-driven customer engagement, Digital asset management (DAM), Enterprise design systems, Agile product delivery Cross-functional leadership, Brand consistency & digital governance

## Professional Experience

### Brand Experience Director, Perdue Farms, 2024-present

Lead digital brand experience initiatives across customer-facing platforms, AI engagement systems, DAM operations, analytics, and enterprise digital strategy.

#### Key Contributions

- \* Managed enterprise DAM system and cloud migration initiatives with cybersecurity-focused governance.
- \* Led redesign efforts for 5 major websites utilizing Figma design systems, reusable component libraries, and scalable UX frameworks.
- \* Directed cross-functional collaboration between business, marketing, product, engineering, and analytics teams.
- \* Managed and mentored a 13-person multidisciplinary team.
- \* Increased customer engagement and sales through AI-powered product search and chatbot implementation.
- \* Utilized HubSpot and Salesforce to support lifecycle engagement, subscriptions, and customer communication strategies.
- \* Standardized brand systems including typography, color palettes, and visual consistency across 50+ marketing and digital assets.
- \* Led data-informed optimization initiatives using behavioral analytics and performance insights.

#### Business Impact

- \* Increased Perdue Farms e-commerce engagement and sales by 125% through AI-powered search and chatbot optimization.

### Brand Experience Assistant Director, Mindtree, 2018-2024

Led enterprise UX, digital transformation, customer experience, and service design initiatives for Fortune 500 clients across finance, aviation, healthcare, telecommunications, and enterprise technology sectors.

#### Key Contributions

- \* Architected and supported digital experience platforms for Microsoft, Amazon, and Allegiant Airlines.
- \* Improved Microsoft LUIS conversational and system design workflows.
- \* Led distributed onshore/offshore teams of up to 32 professionals.
- \* Utilizing Figma, directed end-to-end UX strategy, design & visual systems, wireframing and prototyping as well as implementation coordination.
- \* Facilitated SCRUM ceremonies and agile methodology training.
- \* Designed customer journey and AI service design platforms supporting airline purchasing and upgrade experiences.
- \* Led enterprise presentations, workshops, stakeholder sessions, and design reviews
- \* Partnered closely with product, engineering, data, and business stakeholders to deliver enterprise solutions.

#### Business Impact

Modernized customer perception and support experience for Allegiant Airlines through AI chatbot redesign initiatives.

Improved enterprise UX research and testing processes for Microsoft legacy systems.

## Brand Experience Lead, Wipro, 2010-2018

Led UX strategy, enterprise application design utilizing Figma and customer engagement initiatives across multiple industries and enterprise accounts.

### Key Contributions

- \* Designed enterprise applications for Enbridge and Dell.
- \* Conducted UX research, field studies, user testing, and analytics-driven optimization.
- \* Collaborated with business strategy, product, engineering, and analytics teams.
- \* Led cross-functional implementation projects utilizing Figma from concept through deployment.
- \* Delivered wireframes, prototypes, journey maps and service design as well as executive presentations.

### Business Impact

- \* Increased Enbridge field worker operational efficiency by 85% through UX optimization and workflow redesign. Streamlined a universal service design for Dell return and exchange experiences within global operational environments

## Brand Experience Consultant, 2000-2010

Supported UX strategy, enterprise application planning, research, and customer experience initiatives for enterprise clients within a wide range of industries

### Select Clients

- ADP, Allegiant Air, AM&A, Avnet, Boeing, Capco, CapGemini, Citrix, Comcast, eDynamic, E-ganic, Fremont City, GooBogo, GoToMedia, JWT, K Street Partners, Naviscent, Rearden Commerce, SapienNitro, StonyBrook Medical, Strawberry Frog, UIC, United Water

### Select Accounts

- AARP, ADP Pay&Health, American Express, Ann Inc, Armanino, ASTD, AutoDesk, Avnet, Barclays, Capco, GoToMyPC, Comcast, Dentons, Dubai City, Fannie Mae, Fremont City Water Park, FiServ, IEEE, Lattice, Liberty Mutual, Motorola, Oracle, The Hartford Group, Toyota, United Water, USDA, Verizon, VISA

### Select Industries

- Agriculture/Food, Animals/Pets, Aviation, City Development, Construction, Consulting, E-Commerce, Education, Entertainment, Fashion, Financial/Banking, Government, Health/Medical, Human Resources, Law, Mortgage, Motor Vehicles, Professional Organizations, Promotional, Oil/Gas/Utilities, Sales, Tax/Accounting, Technology, Telecommunications

### Select Parameters

- 508 Compliance, Agile Methods, Banner Ads, Desktop Apps, Enterprise Sol., Mobile/Tablet, Package Design, Product Design, Print Design, Responsive Design, SAAS, SSO, Start-Ups, Web Designs

## Skills

### UI/UX Skills

- A/B Testing, Business Analysis, Card Sorting, Content Strategy, Conversational Design, CD implementation, Data Visualization and analytics, Eye Tracking, Figma/Sketch, Functional Mapping, Heuristic Evaluation, Information Architecture, Web Layout Personalization, Project Mgt., Prototyping, Requirements Gathering, SaaS, SEO Strategy, Site Mapping, Story Boarding, Usability Analysis, User Personas, UX Testing, Visual Design, Visual Guidelines, Wireframing, White Boarding

### Software Skills

- AI, ActionScript/Flex, Axure, AfterEffects, Adobe Edge, Adobe Illustrator, Adobe InDesign, Acquia, Asana, Balsamiq, ChatBot, CSS, Dataiku, DC Studio, Figma, Google Analytics, HTML, Hubspot, inVision, iRise, JIRA, Marketo, Mural, JavaScript, LogicPro, Looker Studio, Maya, Morae Software, MySQL, Mural, PHP, Power BI, Salesforce, Sketch, Visio, Wordpress

## Education

### Master of Fine Arts (MFA)

Interaction & UI/UX Design  
Academy of Art University

### Bachelor of Science (BS)

Exercise Physiology  
Arizona State University

## Teaching & Leadership

Curriculum Developer & Instructor — Dell  
Guest Lecturer — Millersville University  
Online Mentor & Webinar Presenter — CareerFoundry

## Research & Publications

### Published Research

Aaron Marcus, Chava Alexander  
“User Validation of Cultural Dimensions of a Web Site Design”  
HCI International Conference Proceedings, 2007