Phillip Randolph Carter

PRODUCT MARKETING ARCHITECT

EXPERTISE

Explaining ideas so they matter to listeners
Discovery and critical thinking
Marketing communication
Webinars, interviews + group speaking
User-centered agile methods
Web analytics + survey interpretation
Data visualization
Graphic design and effective presentations
Customer support and CX
Analyst Q+A
Market evaluations + competitive research

EDUCATION

Professional Training
Certified ScrumMaster, Storybrand,
Rational Unified Process and use cases,
Capability Maturity Model Integration
(CMMI), Contextual Inquiry, Omniture
Advanced Web Analytics

Georgia State University
Graduate Business School 1988-1989

Auburn University
B.ID multidisciplinary degree in
Industrial Design. Minor in Sociology,
English Honors Program, Tau Sigma Delta
Honorary, IDSA Merit Award recipient.

CONTACT

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When business is a network and marketing is experience, we have a 'wicked problem'... but by bridging customers, organizations, and technologists, we'll find new opportunities everywhere. Design thinking can transmute gaps into change!

What you need is a product marketer (slash) designer (slash) technology junkie with proven success in enterprise applications, customer research, design, and story telling to present compelling benefits that matter to your customers.

EXPERIENCE

Gladly – *Product Marketing, 2021-2022*

Synced product marketing with product managers across multiple teams. Produced, reviewed, and iterated content for sales teams, website, blogs, and webinars.

Genesys Telecommunications - *Product Marketing Director, 2016-2021, Interactive Intelligence - UX Architect for Orgspan and PureCloud, 2012-2016*

Product marketing strategy, production and collaborations on web, advertising, and disruptive sales-storytelling differentiation. Coordinated with product management, sales, support, services, and education using agile user-centered approaches. As UX Architect built foundational browser, iOS, and Android UX architectures.

WebAssign – *Director of User Experience, 2010-2012*

Led UX team and strategy for online homework and testing systems used by hundreds of thousands of students. Led design concepts and strategy for next-generation learning-map systems. WebAssign is now part of Cengage.

BlueStripe Software - *Product Designer, 2009-2010*

Product design, iterative refinements, interactive mockups, and customer usability testing at startup with brilliant triage mapping tools for complex multi-tier applications. BlueStripe was purchased by Microsoft in 2015.

Lulu Enterprises - *Director of User Experience, 2007-2008*

Drove strategic design direction and day-to-day management, coaching agile teams. Website and web-app design and analytics for digital content publishing.

Wachovia - *eCommerce User-Centered Design AVP, 2006-2007*
Finance and eCommerce Contract Consultant, 2004-2006

User-centered information architecture, vendor evaluations, and marketing analytics support. Cross-business development consulting with investment banking, treasury services, and wealth units on new products. Consultant on financial accounting systems, including business requirements, use cases, interactive mockups.

S1 Corporation - *Chief Interface Architect, 1995-2004*

Recruited user interface design team to invent browser-based online banking, insurance, and brokerage functions with back-office support systems. Architecture and migration through several generations of web technologies. Coordinated with technical and regulatory partners and customers.

Peachtree Software, Division of ADP - *Interface Architect, 1994-1995*

GUI development and analysis for Windows and Macintosh small-business financial software. Coordinated with programmers and product management, ran annual competitive product workshops and planning, directed in-house usability lab.

Ratio DesignLab - *Director of Industrial Design, 1988-1994*

Created an industrial design group within an existing electronic and software engineering firm to deliver concurrent engineering services for medical, electronic, and software clients. Incubation at Georgia Tech ATDC.