

Phillip Randolph Carter

PRODUCT MARKETING ARCHITECT

EXPERTISE

Explaining ideas so they matter to listeners
Discovery and critical thinking
Marketing communications
Collaborations with Product Management
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,
Contextual Inquiry, Rational Unified
Process and use cases, Capability Maturity
Model Integration (CMMI), 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 Design Honorary
IDSA Merit Award recipient

CONTACT

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[Online Resume](#)

[Design Portfolio](#)

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Raleigh NC USA

When businesses are networks and marketing is experience, we have a 'wicked problem'... complex technology, constant change, and ever-growing expectations have fundamentally changed marketing.

To thrive in this environment your organization needs unique insights and leadership, and tools to find the right balance and compromises. I bring proven success in enterprise applications, customer research, design, and storytelling - along with listening and perspective to help diverse teams explore alternatives and get there together.

EXPERIENCE

Gladly - Product Marketing, 2021-2022

Synced product marketing with product managers across multiple teams. Produced, reviewed, iterated content for sales teams, website, blogs, 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. Designed 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, including business requirements, use cases, interactive mockups and user testing.

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. Collaboration with developers and product management, facilitated product planning workshops, 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.