

EMILY L. HAYS

Atlanta, GA

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[LinkedIn](#) | [Portfolio](#)

ABOUT

I am a strategic leader and designer with a proven ability to transform ambiguous opportunities into actionable solutions that drive measurable results for both the customer and the business. Recognized as a trusted partner by executives and teams alike, I thrive at the intersection of customer insights, business strategy, and human-centered design, delivering solutions that are both innovative and operationally sound.

Specific Skills: Strategy, Innovation, Service Design, Business Transformation, Customer Experience, User Research, Futures, Product Strategy, Data-Driven Design, Design Thinking, AI solutions, Executive Storytelling & Alignment, Systems Thinking

EXPERIENCE

VERIZON CONNECT

January 2022-Present

Senior Customer Experience Strategist

- Influenced executives to pursue a \$5M contact center transformation instead of a singular channel solution. Analyzed data to develop recommendations, led technology vendor evaluation, helped form a dedicated strategic team, developed executive presentations, and partnered for implementation to increase utilization of digital self-service support tools by 55%
- Campaigned, designed, and executed a global cross-functional workshop with 20 senior and executive leaders to accelerate and define our customer support strategy and roadmap. Led post-workshop opportunity prioritization & executive readouts
- Selected for a confidential project to design a new frontline organizational role. Defined requirements, identified gaps, aligned & advised leadership, partnered cross functionally, trained 200 people across 3 NA cities, partnered through implementation
- Designed, tested, and delivered new experiences to improve customer support including: quarterly business reviews across SMB, phone line consolidation and new IVR design, new agent-facing case intake tool in Salesforce, design of new chat intents & workflows, design strategy for customer self-service, examination of product information architecture, and more
- Educated business partners to improve their understanding of customers and of user-centered design by hosting numerous cross-functional events, shifting the approach towards end-to-end user journeys across the products & ecosystem
- Partnered with leaders to identify, pitch, and deliver strategic projects across both the product and operations roadmaps, where we achieved a 30% churn reduction from efforts across 2 years of work

MAILCHIMP

May 2021-August 2021

E-Commerce Product Management Intern

- Formulated a competitive landscape and emerging market analysis for Mailchimp's global e-commerce platform resulting in strategic recommendations to guide product strategy for future product development and differentiation
- Led feature prioritization and partnered to build and release an MVP omnichannel experience for Mailchimp Stores

CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC)

August 2015-June 2018

ORISE Research Fellow / Quality and Sustainability Office

- Built a cross-functional team of 20 senior leaders to define and launch a national strategic cold storage optimization initiative. Coordinated with NIH and led analysis including gathering data (qual & quant) & prioritizing improvements. Identified \$300k YoY cost-savings from energy reduction, discovered reputational risk, & received a federal award
- Led 10 industry leaders to develop and launch an inaugural laboratory freezer challenge. Defined user requirements, gamified the maintenance process, and introduced scorecards to track progress while developing strategy and business plan. Saved ~2.7 million kWh/yr (~1900 MT of carbon emissions) from 1,300 labs and scaled the program internationally
- Implemented CDC's sustainability communications and marketing plan to manage federal data calls, authored 3 CDC Annual Sustainability Reports and 40+ articles, managed social media, and redesigned website information architecture
- Developed partnerships to strengthen sustainability thought leadership: partnered with Emory University to create a recurring drive-through recycling event; designed inter-agency webinar series featuring leaders like Harvard & Fitwel

GREENVILLE HEALTH SYSTEM

June 2014-July 2015

Research Assistant / Furman University (joint appointment)

EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY, Dual Masters

December 2021

Master of Business Administration (MBA) & Master of Industrial Design (MID)

Atlanta, GA

- *Concentration:* Managing Innovation & Technology
- *Masters Project:* Awarded a paid position by the Center for 21st Century Universities to lead design research, defining features & requirements for service implementation of and strategy for Georgia Tech's 2030 international education hubs

FURMAN UNIVERSITY

May 2014

Bachelor of Science, Sustainability Science

Greenville, SC

SKILLS

Strategic Leadership: Experienced in leading cross-functional teams and senior stakeholders through strategic initiatives, workshops, and prioritization efforts. Skilled at embedding a customer-focused mindset within teams and guiding alignment towards customer-centric strategies to drive measurable results, such as the creation of the Digital Support Strategic Program

Product & Operational Strategy: Adept at developing and implementing product and operational improvements that align with company goals and user needs. Proven success in designing roles, processes, and tools to enhance service delivery and support business growth

Customer Experience Transformation: Skilled in applying design methodologies (i.e journey maps, blueprints, customer research) to influence strategic initiatives that address systemic inefficiencies and elevate end-to-end customer experiences

ADDITIONAL INFORMATION

Leadership:	Board Member, Georgia Tech College of Design (oversees 5 design schools)	July 2022-Present
	Board Member, Generation Green of the Georgia Conservancy	2017-2019
	Presenter, Verizon Global Design Summit, Designing for the Employee Experience	2022
	Presenter, Scheller College of Business, Visual Communications 101	2021, 2022
	Publication: <i>Behavioral and Psychological Predictors of BMI Reduction in Children Seeking Treatment at a Hospital Clinics Family Based Pediatric Weight Management Program</i>	2018
Awards:	6 Peer Recognition Awards at Verizon (2024), Department of Energy Award (2018), HHS Green Champion (2017), QSO Employee of the Year (2016)	
Other Experience:	0 to 1 Consultant, In Good Company, Moxie Towns, Design by Chey, Waterstone Church	2022-Present
	UX Researcher, Center for 21st Century Universities	2021
	Teaching Assistant, Georgia Tech, College of Design. 3D Modeling & Digital Design	2020-2021
	Design Apprentice, Spark Corps	2019
	Marketing Strategist & Content Creator, College of Biomedical Engineering	2019
	Sustainability Fellow, City of Greenville	2013-2014