Profile

Leading web experience teams that turn complex product stories into clear, high-performing customer journeys. With nearly a decade of experience across agency and in-house teams, I blend design empathy with marketing insight to reduce friction, improve conversion, and scale efficiently. Enjoy building experiences that tell a compelling story, connect with users, and support growth across regions and teams.

Experience

Trend Micro – Dallas, TX
Sr. Manager, Global Web Marketing | Mar 2023 – Present
• Directed global web strategy across 42 regional sites, increasing traffic, engagement, and conversion rates through strategic UX and content initiatives.
• Built and scaled a centralized localization framework, reducing deployment time by 30% and enhancing global brand consistency.
• Led cross-functional collaboration with creative and analytics to optimize Adobe Experience Manager and Adobe Target, enabling scalable experimentation and performance improvements, averaging 4-5 tests a month.
• Mentor and scale a distributed team of seven designers, content authors, and conversion specialists; instituted weekly analytics reviews to accelerate learning loops.

Manager, Global Web Marketing | Mar 2018 – Mar 2023
• Spearheaded global site refresh and UX optimization via A/B testing, improving campaign ROI by 25%.
• Advanced SEO strategy, doubling organic traffic and tripling qualified lead generation.
• Aligned global brand standards with regional needs through strategic content and UX leadership, reducing time to market.

Sr. UX Designer | Jun 2015 – Mar 2018
• Designed and implemented enterprise UX frameworks adopted globally.
• Conducted user research and usability testing to guide product development and improve customer experience.
• Mentored junior designers, elevating team capabilities and design quality.

Jeff Austin
Dallas, TX

Senior Marketing
& Design Leader

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Platform & Tools

Adobe Target
Adobe Experience Manager (AEM)
Figma
Workfront
Optimizely
VWO
Adobe Creative Suite

Education

Oklahoma State University
Associates in Applied Science Degree

Tulsa Community College
General Education

Owasso High School
Dipolma

Distribion – Dallas, TX
Sr. UX Designer | Mar 2013 – Jun 2015
• Introduced user-centered design methodology across product teams to increase usability and customer satisfaction; led prototyping and user testing that shortened product release cycles.
• Delivered high-fidelity prototypes and interaction models used by product developers to reduce rework and ensure consistent design handoffs.

Boxcar Creative – Dallas, TX
Sr. UX Designer | Dec 2006 – Mar 2013
• Directed digital campaign UX for Fortune 500 clients (EMC, Nissan, Symantec), producing campaign interfaces and microsites that improved engagement metrics.
• Collaborated with marketing and analytics to convert creative concepts into measurable campaign outcomes.

Core Competencies

Adobe Target · Adobe Experience Manager (AEM) · Figma · Workfront · DesignOps · Conversion Rate Optimization (A/B & MVT) · Personalization · UX Strategy · Cross-functional Leadership · Analytics & Experimentation

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