BARBARA A. PRICE

VP · UX Design · Design Systems & Accessibility Leader · Product Leadership · Enterprise UX Strategy · ICF Associate Certified Coach (ACC)

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EXECUTIVE PROFILE

Design and product executive who builds the shared systems, standards, and teams that help enterprise product organizations deliver faster, more consistently, and more inclusively. Implemented and supported a design system and governance model adopted by 15 Scrum teams, unified 40+ product, technology, and business partners around enterprise-level reusable experience patterns, and helped double a UX organization from 170 to 340. Pairs product ownership (CSPO, Pragmatic Marketing) with ICF-certified coaching to drive adoption, influence executive decisions, and deliver measurable outcomes: customer drop-off cut from 54% to 5%, 400K+ new accounts in 90 days, and 100K app users in Year 1.

CORE COMPETENCIES

Design Systems Strategy & Governance · Accessibility & Inclusive Design · Product Management & Roadmapping · Adoption & Standardization · Cross-Functional Influence · Enterprise UX/CX Strategy · Team Building & Coaching · Workforce Planning · Value & ROI Measurement · Agile / Scrum · Design Thinking · Quantitative & Qualitative Research · Data Storytelling · AI-Native Product Design · Machine Learning-Driven Personalization · Voice of the Customer · Figma & Figma Make · Workshop Facilitation

PROFESSIONAL EXPERIENCE

FIDELITY INVESTMENTS | Research Triangle Park, NC

Rose from Principal to Vice President in four years, culminating in senior leadership of enterprise UX design for 10 products across B2B2C employer/employee benefits, healthcare, workplace investing, and personal investing platforms, collectively serving 30M+ U.S. customers.

Vice President, User Experience Design · Retail & Workplace Investing *Dec 2021 – May 2026*

- Operated as a player-coach overseeing UX and product design across 5 product areas and 17 Scrum teams, led a 30-person organization while remaining hands-on in critique and craft for 5M+ crossover customers.
- Championed accessible, inclusive experiences by requiring implementation of WCAG 2.1 AA standards into design critique and reviews, partnering with Fidelity's accessibility team on ensuring compliance, across all design workstreams.
- Drove 98% adoption of the Fidelity Design System (FDS) across 17 Scrum teams, contributing patterns and partnering with the FDS team on standardizing key experiences and accelerating delivery.
- Owned the UXD quarterly and annual roadmaps for 5+ product areas, prioritizing capabilities based on usage data and product team feedback and managing trade-offs across releases.
- Served as the voice of the customer at the executive level, presenting design strategy and user insights directly to executive leadership to influence product prioritization.
- Drove 100K user acquisitions in Year 1 by directing design of a mobile app for iOS targeting young investors (ages 18–35) with personalized, gamified financial tools.
- Shaped workforce planning as one of 2 design leaders on a recruiting task force that doubled the design organization from 170 to 340 associates in three quarters, selecting for complementary skills, leadership potential, and humility.
- Led design of the industry’s first self-directed annuity offering (10K visits in month one), including the advisor experience and onboarding of outside carriers, aligning external partners and internal stakeholders.
- Selected for a Figma Make pilot, applying AI-native, design-to-code prototyping to accelerate design iteration and engineering handoff across product teams.
- Spearheaded a cross-enterprise initiative with a 20-person cross-functional team of designers, product managers, engineers, and researchers to solve two simultaneous CX crises, 54% customer drop-off and long cycle times. Drop-off fell to 5%, and the solution was standardized across additional digital products.

Director, User Experience Design · Retail & Workplace Investing *Dec 2018 – Dec 2021*

- Led 7 designers in UX strategy across 5 high-growth product areas on a B2B2C benefits and 401(k) platform; drove the Life Events redesign that delivered a 4% increase in engagement, 3M+ unique visitors, and 400K+ new account openings within 90 days of launch.
- Facilitated several design-thinking workshops with 40+ product, technology, and business partners to define prioritized product roadmaps across 2 product areas.
- Delivered the first-ever 2% increase in CSAT for a legacy benefits administration platform through a UX redesign informed by customer research and advisory board feedback.

Portfolio Lead, User Experience Design · Employer Digital Experience *May 2018 – Dec 2018*

- Built a high-performing design team from scratch, growing from 4 to 8 designers to support UX strategy across 10 B2B product areas, with employers as the primary customer and deep focus on multi-stakeholder rollouts and admin workflows.
- Developed an experience governance model and design system adopted by 15 Scrum teams, standardizing experiences and accelerating delivery across a legacy product; cutting design/development time by 25%.
- Built accessibility standards into design critique and the design system, partnering with Accessibility leadership to make accessible patterns the default for a legacy product.

Principal, User Experience Design · Health & Welfare Employer Digital Experience *Sep 2017 – May 2018*

- Led design of a new annual enrollment portal for employer-sponsored health benefits, defining the North Star product vision through customer journey mapping, associate interviews, and a 25-person design-thinking workshop.

LEXISNEXIS | Raleigh, NC

Lead Product Designer *Apr 2014 – Sep 2017*

- Built a modular design system and co-created reusable UI component standards with Engineering, adopted across two product lines.
- Owned the quarterly roadmap for the design system prioritizing common capabilities based on product team feedback and usage analytics from Pendo.
- Delivered a real-time analytics dashboard for a major law firm client in three weeks, enabling the client to analyze customer data for the first time, then scaled it to additional firms through a pilot program.

SYNGENTA AG | Durham, NC

Lead User Experience Designer *Oct 2012 – Feb 2014*

- Established UX design standards and a style guide for web-based agricultural tracking applications; a heuristic evaluation led to usability improvements that reduced error rates in a legacy crop tracking system.

QUINTILES (now IQVIA) | Durham, NC

Lead User Experience Designer *Mar 2011 – Oct 2012*

BLOOMBERG FINANCE L.P. | Skillman, NJ

UX Designer & Business Analyst *Dec 1997 – May 2010*

- Led a distributed, cross-functional team of business analysts and designers; recognized by executive leadership for measurable business outcomes, including a ~30% increase in readership and a ~100% increase in applicant pool.

CERTIFICATIONS & EDUCATION

Certified Scrum Product Owner (CSPO) & Certified Scrum Master (CSM): Scrum Alliance
Pragmatic Marketing Certification: Pragmatic Institute
ICF Associate Certified Coach (ACC): International Coaching Federation
ICF Certified Life & Business Coach: Lumia Coaching, Level 2 Advanced Certification
Six Sigma Yellow Belt: Villanova University
Leaders for the Future: Fidelity
B.S., Fine Art & Graphic Design: University of Wisconsin–Madison