

Nevaeh Gross

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SUMMARY

Customer experience professional passionate about leading transformation initiatives that enhance client journeys. With six years of dedicated experience in developing customer experience strategies, creating actionable insights, and establishing effective communication across diverse teams. Led successful projects at Bright Future Innovations, focusing on journey mapping to identify areas for improvement. Verifiable record of elevating satisfaction through stakeholder engagement and voice of customer analysis. Eager to contribute skills towards impactful strategies at Innovative Solutions Group.

EXPERIENCE

Customer Experience Consultant January 2023 - Present
Bright Future Innovations *Chicago, IL*

Lead various CX transformation initiatives by optimizing customer journeys and implementing innovative experience design principles.

- Spearheaded customer journey optimization projects driving measurable improvements in user experiences.
- Collaborated effectively with product and engineering teams, integrating customer feedback into design iterations.
- Established KPIs to track customer satisfaction metrics resulting in substantial increases in NPS scores.
- Facilitated workshops focusing on design thinking techniques aimed at creating better service design solutions.

CX Strategy Analyst June 2020 - December 2022
NextGen Strategies *Peoria, IL*

Assisted in crafting CX strategies by executing comprehensive analyses of customer journeys and offering valuable recommendations.

- Conducted deep examinations of customer journey maps leading to essential process enhancements.
- Led design thinking workshops contributing positively to improved service design methodologies.
- Supported business case developments demonstrating ROI potential for CX-driven initiatives.
- Worked toward securing increased budget allocations supporting customer-focused projects.

Customer Insights Coordinator August 2018 - May 2020
Visionary Insights LLC *Champaign, IL*

Utilized customer data analytics to inform strategic decisions impacting the overall customer experience positively.

- Analyzed extensive customer data defining insights that significantly enhanced engagement measures.
- Implemented effective frameworks for measuring customer experiences through CSAT and NPS metrics.
- Regularly examined performance tracking systems ensuring continuous improvement timelines.
- Collaborated with relevant stakeholders to align insights with overarching CX strategies throughout the organization.

LEADERSHIP & AWARDS

- Certified Customer Experience Professional (CCXP)
- Lean Six Sigma Green Belt

EDUCATION

Bachelor's Degree in Marketing 2018
University of Illinois GPA: 3.7 *Champaign, IL*

Coursework: *Marketing Strategy, Consumer Behavior, Business Analytics, User Experience Design*

CERTIFICATIONS

- Certified Customer Experience Professional (CCXP) 📅 2021
- Lean Six Sigma Green Belt 📅 2020

TECHNICAL SKILLS

- **Customer Experience Tools:** Qualtrics, Medalia, SurveyMonkey
- **Data Analytics Software:** Tableau, Power BI, Google Analytics
- **Design Thinking Frameworks:** Figma, Adobe XD, Miro
- **Collaboration Platforms:** Slack, Microsoft Teams, Trello
- **Project Management Tools:** Asana, JIRA, ClickUp

- **CSAT/NPS Measurement Tools:** Medalia, Feedbackify, QuestionPro
- **Statistical Analysis Tools:** SPSS, R, Python
- **Presentation Tools:** Microsoft PowerPoint, Google Slides, Prezi
- **Document Management Systems:** SharePoint, Confluence, Box
- **Experience Design Technologies:** Adobe Creative Suite, Sketch, Axure RP

SKILLS

- Customer Experience Strategy
- Journey Mapping
- Data Analysis
- Design Thinking
- Stakeholder Engagement
- Cross-Functional Leadership
- Customer Insights
- Voice of Customer
- Digital Transformation
- CX Measurement Frameworks
- Executive Communication
- Governance Management
- Service Design
- Business Case Development
- Operational Improvement

PROFESSIONAL AFFILIATIONS

- Member, Customer Experience Professionals Association
- Volunteer, Local Community Outreach Programs

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST