# CHARISSA **RIDDLE**

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**DESIGN & EXPERIENCE LEADER**
Complex Products & Services • Service Design • Workflow Transformation • Customer Experience Strategy

**MBA, MS**

## WORK SUMMARY

Transformative design and customer experience leader who helps organizations become customer-centered in how they make decisions, build products, and deliver services. Have led functional teams across product, customer experience, engineering, and operations, as well as multidisciplinary teams within Design.

Improves customer-facing experiences by addressing the internal workflows, decisions, and systems that shape them. Turns customer evidence into shared priorities, builds practices and capabilities that help teams act on those priorities, and leads change across the organization with clarity, care and commitment.

## SELECTED EXPERIENCE WORK

**Redesigning service workflows at scale | Electronic Arts**
Connected self-service, conversational experiences, automation, and human support across an ecosystem handling more than 50 million annual interactions. Self-service grew from 6 million to 10 million interactions, live contacts fell 20%, and the changes delivered approximately $10 million in savings. AI pilots reduced handle time 17% and increased automated containment 15%.

**Designing a connected player experience | Electronic Arts**
Established journey-management practices across major game titles and shared services. Brought game studios, Product, Engineering, Design, Customer Service, Marketing, and Operations together to see the full player journey, identify friction and unclear handoffs, and prioritize improvements across organizational boundaries.

**Designing AI-enabled service workflows | Electronic Arts**
Led work to improve how players moved between self-service, automated help, and human advisors. Partnered across Design, Technology, Analytics, and Customer Service to identify where AI could answer questions, route intent, and support advisor workflows. Pilots reduced handle time 17% and increased automated containment 15%, while informing how the broader service experience could evolve.

**Design Systems & Team Capabilities | Electronic Arts**
Led the team behind a new design system with reusable components, templates, design tokens, and governance for evolving patterns across brands. Built service design, design engineering, design architecture and design operating practices that helped teams work from a shared experience vision. Applying that approach to loyalty-program delivery improved time to market by approximately 50%

## CORE EXPERTISE

**Design & Product Experience Leadership:**
Global Design Leadership • Product Experience Strategy • UX & Service Design • Complex Workflow Design • Journey Architecture • Design Systems & Governance • Research & Experimentation • Design Operations

**Customer Experience & Service Transformation:**
Customer Experience Strategy • End-to-End Journey Management • Digital Product & Service Transformation • Self-Service and Human Support • Customer Insights & Analytics • Customer Operations Transformation • AI-Enabled Service Experiences

**Organizational Leadership & Delivery:**
Operating Model Design • Organizational Transformation • Product, Design & Engineering Partnership • Capability Building • Portfolio Prioritization • Governance • Executive Facilitation • Cross-Functional Alignment

# EXECUTIVE EXPERIENCE

### SprightThread/THE MOMENT YOU
**Founder and Product Leader | 2025-Present | Austin, TX**

Building consumer products and advising small businesses on how to design more effective customer and operating systems, using AI-enabled tools to move quickly from need to working solution.

- Advise small businesses on customer and operating challenges, translating their needs into practical workflows, prototypes, and AI-enabled solutions.
- Build The Moment You™, a product and service experience connecting physical gifts, digital contributions, and fulfillment. Defining the product proposition, customer journeys, contribution flows, service model, and partner interactions.
- Use research, prototyping, and direct engagement with customers and partners to test ideas and refine how the experience works from start to finish.

### Electronic Arts (EA)
**Senior Director | Experience Design • CX Strategy • Strategy & Planning • Business Operations, 2019-2026 | Austin, TX**

Led organizations of 100+ across design, customer experience, strategy, and operations within EA's global Experience organization. Directed an approximately 50-person UX organization and $13M budget; facilitated planning for customer-service operations with approximately $76M in annual spend. Partnered in complex, matrixed organization across game studios, Product, Engineering, Technology, Analytics, Marketing, and Customer Service.

- Led experience strategy across an ecosystem supporting 50M+ annual player interactions, connecting customer insight and operational data to product priorities and investment decisions.
- Established journey-management practices across major franchises, revealing friction and handoffs among game studios, shared products, technology, and service teams. Built shared accountability for the end-to-end player experience.
- Led UX, service design, and design operations capabilities. Helped teams turn experience strategy into reusable patterns, clearer decisions, and coordinated product delivery.

**CONTINUED**
**Electronic Arts (EA)**

- Transformed digital support, growing self-service from 6M to 10M interactions, reducing live-assisted contacts 20%, and delivering approximately $10M in savings.
- Led AI and automation work across customer and employee service workflows. Pilots reduced handle time 17% and increased automated containment 15%.
- Built measurement and prioritization approaches connecting customer behavior, operational performance, loyalty, and business outcomes. Developed a loyalty framework for a franchise facing approximately 20% annual churn among core players; a two-point improvement represented approximately $10M in potential protected value.
- Led global workforce planning for approximately four years, balancing internal and partner capacity against demand, service levels, priorities, and cost.
- Built cross-functional programs and operating practices that clarified ownership and decisions across Product, Design, Technology, Customer Service, Analytics, and business teams. Led prototyping work that turned emerging needs and technologies into concepts teams could test.

**PayPal**
**Progressive Leadership | Experience Design, Technology, Strategy & Operations**
**2003–2019 | Austin • London • Scottsdale • San Jose**

(16 years across engineering, design leadership, product operations partnership, and business operations roles)

Built a career across design, engineering, technology operations, Chief of Staff, and business operations roles, connecting customer experience with the way products and organizations work.

- Led design and experience capabilities for global digital products, translating customer needs and business requirements into usable product and service experiences.
- Managed engineering teams and held technology operations responsibilities, improving the processes and governance through which digital products were developed and delivered.
- Led operating-model and process transformation supporting approximately 3,000 developers, including product-development lifecycle improvements, Agile adoption, simpler governance, and stronger release and integration practices.
- Served as Chief of Staff to two Design VPs, turning executive priorities into portfolio decisions, operating plans, cross-functional programs, and organizational action. Facilitated working sessions to make new roles and team interactions practical.
- Established program and resource-planning capabilities for strategic initiatives, aligning skills and capacity with priority work.
- Built an HR Operations delivery team and led program-management operations, improving how enterprise initiatives were prioritized, funded, resourced, governed, and delivered.

## EDUCATION

**MBA**
Arizona State University

**MS, Human-Computer Interaction**
Iowa State University

**BS, Environmental Studies**
**Sociology**
San Jose State

## RECOGNITION

**3x Global Co-Chair, EA Women's Resource Group**
Recognized for culture-building, advancing women in leadership, and talent development

**Next Level Leadership Program**
Identified as high-potential, high-impact leader