

# Tonya Browning



## Decoder of Digital, Purveyor of Creativity



**Email**  
tonyabrowning@gmail.com



**Location**  
West Coast



**Telephone**  
512.627.1247



**LinkedIn**  
linkedin.com/in/tonyabrowning/

### Technology Leadership

I am a leader with extensive technology expertise in digital experience (DX), digital product, user experience (UX) design, usability, engineering, service design, interaction, and accessibility. I deliver tangible results through budgeting and managing diverse teams, both on- and off-shore. Implemented omnichannel strategies for digital products, sites and mobile devices and have measurable success in managing enterprise systems, content delivery, vendor relationships and large global cross-functional teams. I have led multi-million dollar projects and programs, including capital costs, while remaining an idealistic proponent of thoughtful leadership, vision and innovation.

### Global Scope



### Milestones

PhD, MA, BA  
The University of Texas at Austin, Florida State University  
Graduate Fellowships, Phi Beta Kappa



PayPalian Performer Award, Visa Silver Star



200+ team members  
Cross-divisional teams  
Founded offices for 3 different companies in Austin

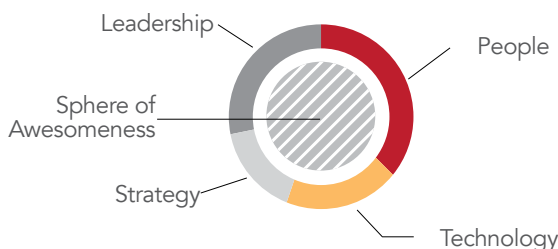
Doubled conversions with 1 design change

Survivor of 4 start-ups  
Featured speaker@ numerous events



Proven track record of revenue generation and P&L management, most recently delivered \$20M+ in cost savings

### Expertise



### Available for

Executive Roles, BoD Opportunities

### Experience

#### Express Scripts - Vice President

April 2015 - November 2017

Brought in to build a digital experience practice for a Fortune 23 pharmacy benefit company. Created competencies such as product design and user research and analytics, to redefine products for the consumer experience. Responsible for building out a comprehensive design language, digital writing expertise and innovative front end engineering platforms. Led digital strategy and next generation work with NPS & analytics support. In addition, other responsibilities included digital product management, SEM and overseeing a large omnichannel communications team with an 80M+ budget deploying email, search, and print capabilities. Reporting to the CIO.

#### Bet Track or Trade - Co-Founder

October 2013 - Present

Built a platform to enable bets to be tracked and traded which supports traditional and fantasy sports betting utilizing an innovative and engaging UX.

#### Magento & X.Commerce (formerly an eBay Company) - Senior Director

January 2011 - October 2013

Magento is an industry-leading open source commerce platform with a comprehensive set of capabilities supporting businesses from \$1-100M in revenue. Oversaw the team working on product design, mobile implementations and related applications. Moved to Magento after the acquisition from X.commerce. Presented on behalf of PayPal at the National University of Singapore and National Conference for the Society of Women Engineers. Sponsor of eBay's Women in Technology group in Austin.

#### PayPal (formerly an eBay company) - Senior Director/Director

2007 - 2011

Led a 100+ global design and architecture team responsible for the design & direction of user experience in eight countries. Delivered product design, standards, presentation tier development, content management and engineering for localization. Author and subject matter expert on accessibility for the company. Member of the leadership team that opened the Austin eBay/PayPal office in 2007.

#### Visa - Group Director

2005 - 2007

Led the User Interface (UI) and Enterprise development team within Inovant (IT wing of Visa), comprised of five development teams and their managers located on both coasts and offshore, and including User Centered Design and Development, Knowledge Management, Siebel and Oracle application development.

#### The University of Texas at Austin

2000 - 2007, Adjunct

Authored and taught the upper-division courses "Re-imagining the User Interface", "WYSIWYG and Other Myths of User Interface Design" and "User Interface Design Practices" for the Science, Technology and Society Interdisciplinary concentration at the university. Hired top students as interns at Visa and PayPal.



#### Visa - Director

2000 - 2005

Managed a large team of senior software engineers and UI developers to produce customer facing and administrative software tools. Designed and implemented web-based products in multiple languages. Oversaw both large scale (multi-million dollar, multi-year) and small-scale development efforts and processing services.

#### Start-up stuff prior to 2000

Lead developer at Globeset (e-commerce) and Top Drawer (a multimedia company). Designed and implemented web-based software. Managed the Computer, Writing and Research Labs at UT Austin as the Assistant Director and taught as an Assistant Instructor.