

# Kristine Spengler

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## SUMMARY

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Innovation coach, service designer, & design strategist with a passion for delighting customers and empowering others to use design thinking for solving customer problems & fulfilling unmet needs. Extensive experience using rapid experimentation to test new ideas and develop scalable business models as well as in teaching others to run hypothesis driven experiments using principles rooted in the scientific method and tools based on The Lean Start-up (by Eric Ries). Expertise leading and sustaining highly engaged cross-functional teams and in managing organizational change efforts. Trained Innovation Catalyst with 15 years of experience building human-centered, omni-channel, end-to-end user experiences.

## KEY SKILLS

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- Design strategy
- Service design
- Design leadership
- User research
- Design thinking
- Innovation coaching
- Product management
- Rapid experimentation
- Group workshop facilitation
- Agile workflow implementation & management
- Organizational change management
- Experience design

## EXPERIENCE

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### American Family Insurance

#### Innovation Catalyst, September, 2017 – Current

Coached cross-functional, dedicated teams participating in a 90-day corporate sponsored, innovation accelerator to use a hybrid methodology that combined the best principles from Design Thinking, Agile, & Lean Start-up to search for & create delightful, emotionally engaging solutions to customer problems. Business objective of the 90-day cohort accelerator was to drive business outcomes while influencing participants through practice and safe experimentation to adopt repeatable, continuous innovation-discovery behaviors. Key results from these efforts include:

- Identifying a primary blocker preventing the company from realizing a multi-million-dollar potential savings from customer enrollment in paperless communication.
  - Team presented evidence of the blockers to senior leadership which resulted in emergency budget & resource prioritization approval that led to creating a seamless, online user experience that paved the way for paperless adoption.
- Creating a simplified process to support more effective development conversations between managers and employees resulting in more accurate enterprise talent identification & mobility processes.
  - Team validated a customer and problem within weeks, validated a solution for a single market (a Claims business unit) within a month and then scaled to multiple internal “markets” based on world-of-mouth marketing.
- Discovering the differentiating value of a promising but insufficiently-defined and generously-funded internal start-up.
  - Team identified & validated an important internal customer problem that could be solved with the new channel of delivery in a way that could not easily be copied or repeated.
  - Validation of the customer problem lengthened the internal-startup runway allowing for additional value to be identified and delivered.

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## Saguaro Market

**Founder/Owner, June, 2016 – January, 2018**

I opened Saguaro Market in June, 2016 with a vision to build the creative economy by connecting Tucson makers with Tucson customers. We started as an online store, pivoted to a brick-&-mortar location in October and doubled sales each month since opening our doors. Saguaro Market is stocked with products created by small-batch, Etsy-esque artists. We have approximately 2000 visitors and about 300 unique sales at every 4-day maker market and our average sale transaction has grown from \$23 to \$35 in 7-months. Saguaro Market has 5,000+ followers on Instagram and 2,000+ Facebook page "likes". [For additional details click here.](#)

## Infusionsoft

**Service Designer, October, 2015 – October, 2016**

My objective at Infusionsoft was to create services that supported the seamless onboarding of new or consistently inactive customers as well as to help promote a design thinking culture. I approached this objective by focusing on 2 key functions:

- Encouraging rapid experimentation through example and education
- Identifying existing services with the potential for expansion

I worked on 3 unique priorities in support of my key functions:

1. Creating & facilitating design thinking/rapid experimentation workshops
2. Creating an in-person, one-on-one, consultative experience for customers to meet directly with Infusionsoft employees at the annual convention
3. Launching a synchronous, online basic training program [For additional details click here.](#)

## Intuit

**Product Manager, October, 2011 – October, 2015**

Transitioned the Unified Communications (UC) development team from the waterfall deployment of Jabber to agile Scrum development of the UC suite of applications and tools. Deployed Jabber to 8,000+ employees and partners. Interviewed customers & created surveys to monitor feedback on upcoming enterprise rollouts.

- Analyzed customer data and made recommendations for full-feature request criteria.
- Balanced user requirements with technical capabilities to create long-term product roadmap.

Envisioned and implemented a cloud-based, responsive HR portal that provides access to the key information, tools, and tasks required for people leaders to successfully manage their teams. Acted as Product Owner for the Scrum team.

- Conducted 75+ customer interviews, remote user tests & surveys. Created user personas & used interview data to create the vision for solving targeted customer problems.
- Created the case for a manager control panel/portal resulting in leadership approval and resources to build the solution.
- Developed roadmap, backlog of user stories, functioning wireframes, and design guidelines & template
- Resulted in a responsive site built on Force.com using service delivered apps and integrated with a Sharepoint 2010 corporate intranet that saved users 3+ hours per week

Supported product & service teams in their efforts to perform continuous improvement through rapid experiments on intranet experiences. Successful efforts led to an HR departmental adoption of using Lean Start-In techniques to drive process and service improvements.

- Created a new method of driving customers to support/care articles resulting in a 50% increase in content consumption and a 10% decrease in new customer cases.

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## Innovation Catalyst, October, 2011 – October, 2015

As an Innovation Catalyst, promoted design thinking across the organization; facilitated and coached eight Lean Start-In events.

- Consulted with HR, finance, and product development leaders on best practices for implementing design thinking, continuous improvement, and Intuit's branded approach to these goals called Design for Delight (D4D).
- One of only eight individuals selected for the Awesome Product Leadership research team.
  - Efforts culminated in an enterprise wide roll-out of a coaching program focused on using teachable moments to help directors and above understand how to be servant-leaders in the age of innovation which resulted in a +9 net promoter score.

## EDUCATION

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### University of Minnesota

Information Systems & Design, Post-Graduate Certification

### University of Wisconsin-Madison

B.S. Education

## TECHNICAL ACUMEN & CERTIFICATIONS

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- Intuit trained Innovation Catalyst & design thinking facilitator
- Scrum Project Management, ICAgile Professional Certification
- Highly proficient in most prototyping, user research, content management, & enterprise collaboration tools including:
  - Confluence
  - Userzoom.com
  - Balsamiq
  - Adobe Creative Suite (Photoshop/Illustrator/XD)
  - Sharepoint 2010/2013
  - Mural & Stormboard
  - For additional tools see Technical Acumen section of [my online resume](#)