

# Paul T. Frett

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## PROFESSIONAL PROFILE

User experience isn't simply a digital discipline; it's a business discipline. I'm a strategic thinker and UX professional seeking an organization that needs a seasoned leader who can translate business strategies into intuitive experiences that motivate and inspire audiences.

## EXPERTISE

- Digital Business Strategy
- UX Design, UX Research & Usability
- Cross-Channel Marketing Strategies
- Globalization & Localization Strategies
- Knowledge Management
- Engagement Strategy

## KEY CATEGORIES

- Engineering and High-Tech Industries
- Global Manufacturing
- Distributed Sales Networks
- Highly Regulated Industries
- Post-Secondary Education
- Retail

## CAREER HIGHLIGHTS

Schermer (8/13 – Present):

Vice President of Experience & Engagement

*Part of the senior leadership of a top national b2-b consultancy and brand strategy agency serving clients such as Piper Jaffray, HB Fuller, Honeywell, Tridium, Children's Hospital, General Mills and Deluxe Corporation.*

- **Key results:** Formalized the strategy discipline and UX team at the agency – including workflow and methodology. Refined signature buying journey process. Instrumental in landing new business including Piper Jaffray and Children's Hospital.
- **Leadership communication:** Responsible for leading collaborating with the C-level officers of our client organizations through whiteboarding and ideation sessions to insure we understand and map all efforts to their ongoing business goals.
- **Team leadership and direction:** Oversee a team of 6 direct and contractor reports as well as a 4 dotted line reports. Responsible for creative direction to design and copy to ensure the integrity of creative concepts is maintained all the way through site build.
- **UX design:** Direct the delivery of IA and UX process including personas, use cases, wireframes, site maps, taxonomies, journey maps and task flows for cross platform and responsive experiences.
- **Development:** Directly oversee Schermer's external development partner to insure that all work meets the agency's standards, clients functional/technical requirements, and is on time and within budget.
- **Strategic planning, research, and analysis:** Lead in-depth research phases including surveys, focus groups, field studies, interviews, ethnography, whiteboarding, requirements gathering and usability testing. Goal is to derive insights and drive the creation of strategic roadmaps for our clients' brand strategy, digital strategy, training strategy and overall go-to-market planning.
- **Business development:** Worked directly with agency partners to identify and pitch new business.

Atomic Playpen (11/09 – 7/13):

Vice President of Experience & Engagement, Director of Strategy & User Experience

*Part of the senior management team of a mid-size, full-service agency responsible for b-to-c and b-to-b accounts such as Jack Links, Pentair, Ecolab and United Health Group.*

- **Key results:** Helped the agency become the digital AOR for Jack Link's brands and established the global digital strategy for Pentair.

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- **Leadership communication:** Responsible for meeting regularly with the C-level officers of our client organizations to sell in the agency's ideas, understand their evolving business landscape, and ensure that we continue to meet their business goals.
- **Team leadership and direction:** Built the UX and strategy team from scratch to include 5 direct reports and 15 dotted line reports. Provided creative direction to design and copy teams and worked with development to ensure the integrity of creative concepts was maintained.
- **UX design:** Directed the creation and delivery of information architecture and UX process including personas, use cases, wireframes, site maps, and task flows for PC, tablet, mobile and responsive design experiences.
- **Strategic planning, research, and analysis:** Led discovery projects to help clients better understand their audiences, brands, and industries. Led in-depth research including surveys, focus groups, field studies, interviews, and usability testing. Used research to drive the creation of multi-channel, web-centric creative that truly targeted audience needs. Directed all SEO, PPC, and Social Media strategies designed to build awareness and generate ongoing traffic/leads/sales to meet client objectives.
- **Business development:** Worked directly with agency partners to identify and pitch new business.

Popular Front (12/05 – 10/09): Vice President of Experience; Director of Strategy

*Part of the senior management team of a leading web-centric agency. Clients included Target, Hasbro, General Mills, Argosy University, Art Institutes, National City Bank and H&R Block.*

- **Key results:** Helped grow the agency from a \$1MM local shop to an \$8MM national agency. Created the UX and strategy disciplines and workflows. Directed the product development of data applications for General Mills and Hasbro.
- **Leadership communication:** Led senior leadership of global companies such as Hasbro and General Mills through workshops to define their creative strategy and pitched cutting-edge solutions that would gain audience and drive brand awareness.
- **Team leadership and direction:** Built the UX team from scratch to a team of 12 direct and 20 indirect reports. Directed the creative teams through large, complex projects in an agile environment. Worked with the Creative Directors to insure the agency's vision and quality were conveyed in every concept and prototype.
- **Strategic planning, research, and analysis:** Led the ROI-based process to define audiences, benchmark industries, develop quantifiable business objectives and establish effective workflow. Directed all research including focus groups, usability testing, survey, and audience segmentation models. Led internal and client-facing activities to distill research and analysis into key insights.
- **UX design:** Directed the creation and delivery of wireframes, personas, page diagrams, site maps and other UX documents used to build consensus and drive execution.
- **Business development:** Helped lead pitches, RFPs responses and development of SOWs.
- **Client management:** Helped manage client relationships with senior and middle management.

Target Corporation (2/03 – 12/05): Manager, Interactive Marketing

*Founding member of the Interactive Marketing Group responsible for extending target.com's brand and reach through integrated, interactive marketing campaigns.*

- **Key results:** Helped build the Interactive Marketing Group from three to 120+ people. Managed a \$12 MM interactive budget. Two projects were included on the Ad Age Top Ten lists and two projects were nominated for Webbies. Created the most successful online interactive campaign on Yahoo in '04.

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- **Marketing planning:** Worked with senior marketing executives of various merchandising lines (soft lines and hard lines) to develop integrated online and offline branding and marketing strategies. The goal was to build target.com traffic while supporting in-store initiatives.
- **Content strategy:** Developed business strategy and editorial direction for content-oriented experiences. Negotiated partnerships with Time Warner, Simon & Schuster, AOL, and IMDB.
- **Information architecture:** Directed UX and IA disciplines and helped create first process and document templates for target.com's internal group. Consulted with Target Technical Services on the creation of internal data applications.
- **Consultant, special projects:** Key strategist on projects for non-profits Target supports. Sat on the board of advisers for the Cooper Hewitt National Design Museum (Smithsonian Institute). Consulted on the launch of the Minneapolis Institute of Arts Web and way-finding strategy.

Perspective Soup (7/98 – 10/03): Founder, Information Architect, Strategist

Developed and managed a national consultancy business that helped leading U.S. companies and their clients communicate and market more effectively via the Web and other channels.

- **Key results:** Developed "trailblazer" strategy and information architecture for 3M's international portal that communicated all key corporate information to employees and sales forces in 60 countries. Developed the Web strategy, structure, and content management workflows for Target Corporation's intranet.
- **Strategy & planning:** Led business requirements gathering. Developed Web and traditional marketing strategies, workflows, processes, etc.
- **Information architecture:** Developed comprehensive wireframes, site maps, taxonomies, use cases, and personas for Web sites and software user interfaces that insured an intuitive user experience.
- **Content analysis, strategy and creation:** Assessed and developed impactful content strategies.
- **Partial client list:** Worked with corporations such as 3M, Target, Ryobi Tools, and Deluxe as well as agencies such as Fuel Creative, Larsen, and Popular Front.

Intel Corporation – Internet Business Solutions (IBS) Group (1/01 – 11/01):

Sr. Information Architect and Web Business Strategist (Contract)

*International consultancy group that developed Web-enabled business solutions.*

- **Key results:** IBS group was the most successful 2001 new business venture at Intel. Created cutting-edge information architecture for Univision Broadcasting's Latin American portal. Led an international IA and strategy team that brought the Wai Gao Chao Free Trade Zone (China) online.
- **Information architecture:** Built taxonomies, workflows, and content management processes for deep data experiences. Created IA documentation including wireframes, task models, user flows and other documentation.
- **Usability testing:** Worked with human factors engineers to develop usability methodology including surveys, card sorts, interviews, ethnographies, paper prototypes, and HTML prototypes.
- **Business requirements:** Led comprehensive requirements gathering process. Developed and presented all strategic documentation.
- **Trending and research:** Provided analysis of 5- and 10-year consumer trend data and developed new product prototypes for future Intel consumer offerings.

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Pacifiq Technologies/AV Avenue.com: (4/99 – 1/01): Director of Marketing

*One of the founding members of an application service provider and Web publishing start-up that provided database marketing services to resellers and manufacturers in the audiovisual industry.*

- **Key results:** Played a leading role in developing the company's business model and growing Pacifiq to a 48-employee company with revenue of \$1.8 million in 2000. Helped sell the company to the largest trade association in the AV industry in 2001.
- **Sales strategy and support:** Directed lead generation efforts, oversaw corporate CRM software initiative, and directed development of all sales support and collateral materials. Part of corporate pitch team to clients, prospects and stockholders.
- **Integrated marketing strategy:** Developed, directed, and tracked ROI of \$2 million + marketing budget that included online, direct, telemarketing, display advertising, event marketing and collateral marketing.
- **User experience and product development:** Led design and development of software UI for a variety of online application software.

## ADDITIONAL EXPERIENCE

Lakewood Publications (3/96 – 2/99): Director of Marketing, Presentations Technology Magazine

G.R. Barron & Company (10/93 – 2/95): Senior Account Executive/Senior Copywriter

Deluxe Corporation (6/90 – 10/93): Senior Copywriter, Production Manager

## ACTIVITIES

Member: Minnesota Interactive Marketing Association (MIMA), AdFed Minnesota, Business Marketing Association (BMA)

Speaker: Globalocity, MIMA, AdFed, IxDA, MMPA, MN UX Meet-Up

## EDUCATION

BA in English with Minor Degrees in Computer Science and Mathematics

University of Illinois at Urbana/Champaign, 1985-1989

University of Nottingham, England, 1987-1988