

# Holly M Randolph

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## EXPERIENCE

### **RSM US LLP, Minneapolis, MN - Lead Product Designer**

March 2019 - Present

As the CoE and CoP lead for Product Design at RSM, I am in charge of maintaining our UX best practices, mentoring, and design standards across all UX resources, workstreams, and teams. I frequently lead design strategy processes across various products and lines of business. Daily responsibilities include leading/managing product design deliveries within agile teams to verify the implementation of design standards that adhere to lean design methodologies, complementing agile practices. Additionally, I am currently leading the team responsible for creating our design system in collaboration with our global office.

### **Marcomm Inc, Minneapolis, MN - Lead UX Designer (Contract 3M)**

March 2018 - March 2019

As the lead UX Designer on the team, I led variations of design strategies, decisions, and best practices for my agile team within the 3M Industrial Adhesives and Tapes division. By collaborating with stakeholders to develop user-centric web experiences. Leveraged qualitative research, content strategy, and Human-Centered Design methodologies to establish a standard framework for solving, creating, and executing UX design and strategic decisions with the user at the core.

### **Harbinger Partners, Minneapolis, MN - BA/UX Analyst (short-term contract)**

November 2017 - Jan 2018

Provided UX expertise on short-term projects, focusing on initial concept development, high- and low-level requirement planning, and creating mockups and prototypes. Led stakeholders through each phase of the process, ensuring alignment, approval, and seamless project execution within tight timelines.

### **Space150, Minneapolis, MN — Quality and Usability Analyst**

September 2014 - November 2017

Maintaining multiple responsibilities as a QA/BA and usability experience analyst. I took charge and owned project requirements in this role using past experiences in content analysis, qualitative insights, and visual standards. Using my experiences from each of these roles, I approached all projects with a more strategic and human-centered design and holistic approach and displayed capabilities that allowed for successful product implementation.

### **RBA, Wayzata, MN — Quality and Usability Analyst**

February 2012 - September 2014

I managed the quality and usability standards on my agile teams and extended my required daily tasks to BA and UX initiatives that were needed to execute the process

## SKILLS

**Leadership**  
**Problem-Solving**  
**Strategy**  
**Mentorship**

## TOOLS/METHODOLOGIES

**Figma, A11Y, Qualitative research**  
**Quantitative research**  
**Design Thinking, Human Centered Design, A/B Testing, Adobe Target**  
**MS Office, Agile, Kanban, Scrum, DAM and CMS systems, B2B, B2C, eCommerce, Adobe CC, Axure, ADO, Jira, Asana, and Trello**

## EDUCATION

**College of Visual Arts,**  
**Saint Paul, MN — BFA, Photography & Visual Communications**

Sept 2001 - May 2006

## CERTIFICATIONS

**Product Design in AI | AI & Users Certification**  
**Udemy**  
March 2025

**Agile Foundations**  
**RSM/LinkedIn**  
April 2020

**Certified CSPO**  
**Scrum Alliance**  
June 2019

**Design lab**  
**UX: Interaction Design Courses**  
April 2016

**Design lab**  
**UX Research & Strategy Courses**  
February 2016

more effectively. I was able to successfully create and maintain product requirements based on qualitative/quantitative insights, content analysis, and competitive analysis to better execute and maintain both quality and usability for all products I was assigned to.

### **Marcomm Inc, Minneapolis, MN — *Interactive Content Specialist (Target.com)***

August 2011 - February 2012

This 6 month contract gave me the opportunity to be on the interactive creative production team. Daily activities included the building, launching, and testing of CMS-related web components for Target.com. Daily collaboration with PMs and design teams, where I would create a content strategy around products utilizing mock-ups and wireframes to guide us to an end goal of providing website experiences.

### **The Creative Group, Minneapolis, MN — *Interactive Marketing Specialist (Imation)***

September 2010 - August 2011

Held a lead content role in the launch of two internal websites for Imation's global company (CMS and DAM.) Additionally, worked alongside the interactive PM, to lead the training of the DAM system specifically for the entire global company. Additional roles and responsibilities were for interactive graphic or image-based needs for company websites

### **Allianz Life, Minneapolis, MN — *Interactive Solutions Producer***

June 2007 - June 2010

In charge of managing the uploading, creating, and metrics of HTML-formatted email campaigns. Simultaneously managing Allianz's CMS platform that managed all website documentation. I was also able to add additional support in the web design of the interactive/media departments, creating internal TV production pieces.