

# Denese V. Manley

🌐 Portfolio: [denesevicky.com/portfolios/uxdesign/](https://denesevicky.com/portfolios/uxdesign/)    🌐 LinkedIn: [linkedin.com/in/denesevicky/](https://linkedin.com/in/denesevicky/)

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## Career Summary:

I'm a strategic product design leader with a multidisciplinary background spanning UI/UX, branding, content, and physical product design. Over the past 20+ years, I've built a reputation for bringing clarity to complex challenges, scaling cohesive design systems, and empowering high-performing teams to deliver user-centered solutions that drive measurable impact.

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## Work History:

### Digital Product Design Supervisor | McGraw Hill | March 2025 - Present

*Led the digital product design experience team in launching a new K-5 digital learning platform.*

- Acted as a strategic design leader and R&D driver by prototyping new interaction models, validating design hypotheses, and contributing to the development of emerging instructional technologies.
- Fostered a high-performing, collaborative team culture rooted in mentorship, growth, and continuous improvement. Guided multiple team members to promotion while improving design velocity and cross-team alignment.
- Created and launched scalable design workflows in JIRA, introducing Agile methodology and training teams to enhance visibility, improve velocity tracking, and support data-informed design decisions across the product lifecycle.
- Championed inclusive, user-centered design grounded in accessibility standards (WCAG).

### Product Manager Contractor | Keep Nature Wild | Nov 2024 - March 2025

*Expanded into new markets by refining roadmaps, merchandising, and development processes.*

- Drove product growth into new markets by leading cross-functional teams to expand categories and assortments using data-driven insights.

### Lead UX Product Manager Contractor | UX Foundations | Aug 2023 - Nov 2024

*Managed a team of designers and researchers to create digital products for non-profits.*

- Crafted compelling strategy and roadmaps for new product design and re-designs for Non-Profits.
- Conducted market research, performed competitive audits, and executed UX/UI design, including wireframing, rapid prototyping, and usability studies.
- Demonstrated proficiency in analytical, organizational, and project management skills.

### Founder & Chief Creative Officer | Vois | June 2017 to Jan 2024

*Built and led a full-stack DTC brand owning the strategy, UX, and GTM from concept to launch.*

- Founded and scaled a digitally native brand from the ground up, overseeing the full product lifecycle from ideation and supply chain development to e-commerce launch, marketing strategy, and customer acquisition.
- Built and led cross-functional teams, including designers, developers, and external contractors, to execute brand vision, accelerate go-to-market plans, and ensure delivery excellence across digital and physical touchpoints.
- Developed and implemented a unified brand identity, including scalable design systems, visual style guides, and cohesive UX/UI frameworks across web, mobile, and marketing channels.

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## Work History Continued:

### Senior Product Development Manager/Designer | Bradford Exchange | June 2013 to Jan 2024

*Oversaw design, development, and cross-functional teams producing 300+ products annually.*

- Mentored and managed design team while supporting skill growth and technical excellence.
- Orchestrated product development across the full product lifecycle from concept to production.
- Defined product strategy and roadmap while managing team timelines, dependencies, and cross-functional collaborations.
- Communicated design and product ideas clearly to internal stakeholders and partners.
- Used strategic thinking and research analysis to conceptualize and validate new product ideas and design directions.
- Produced detailed spec packs and managed supplier submissions to ensure accurate, timely delivery.
- Developed original graphic art and managed licensed content from global licensors.
- Directed and produced photo/video shoots, social media content, and digital campaign assets.

### Senior Product Lifecycle Manager | Revolution Dancewear | April 2011 - June 2013

*Oversaw technical design and vendor relationships for a product line of 1000+ SKUS.*

- Collaborated with engineers and PMs to design and develop the company's PLM/ERP system.
- Negotiated prices, sourced components, and managed all vendor relationships.
- Established AQL standards for inspection process and implemented standards for all factories.
- Conducted extensive overseas travel to oversee factories and maintain supplier relationships.
- Established, monitored, and enforced product development deadlines for sample submissions.
- Provided detailed and accurate tech packs, fit notes, and manage supplier submissions.

### Lead Product Designer | Fashion Express | Jan 2007 - April 2011

*Managed team and designed for B2B wholesale line servicing nationally recognized retailers.*

- Directed team of designers to generate five seasons per year comprising of 250-500 products each.
  - Collaborated closely with buyers and sales reps to devise line plans and achieve sales targets.
  - Conducted trend research and analysis to forecast trends and color stories years in advance, utilizing resources such as WGSN, Promostyl, and Pantone, and delivering trend presentations.
  - Strategically designed products to optimize sales targeting diverse retailers including Sears, Charming Charlie, Nordstrom, Francesca's, Charlotte Russe, Urban Outfitters, Forever 21, and more.
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## Education:

### Bachelor's of Fine Art - Design | Illinois Institute of Art - Chicago

*Graduated with Honors and GPA of 3.9*

### Google UX Design Certificate

*Completed a seven course program*