

Courtney Markham

DESIGN-TRAINED PRODUCT EXECUTIVE

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PROFILE

Product executive who came up through UX design and thinks in systems. Turns fragmented DTC and subscription digital experiences into platforms that convert and retain by connecting experience architecture, customer psychology, org design, and data infrastructure. At Purple Carrot, led a full platform transformation that increased cart customization by 15%, launched the company's first native mobile app, and built the product team from the ground up at approximately 30% of typical resourcing across a 5-year, 3-role tenure. Deep expertise in subscription commerce, consumer health, and wellness.

EXPERIENCE

Director of Product Management and Product Design

Mar 2023 – Mar 2026

Purple Carrot Needham, MA | Hybrid

Led the most significant platform transformation in company history. Managed a 20-person external tech team before transitioning product in-house, then hired the VP of Product and 5 direct reports. Operated at executive scope at roughly 30% of industry-standard resourcing.

- **Platform Transformation** Delivered a 15% increase in cart customization rate — the highest on record in the first ship week. Rebuilt the full IA into a cart-based, food-first experience with persistent cart, metadata tagging, and behavior-tracking schemas.
- **Conversion and Acquisition** Architected a multi-lever CVR strategy targeting a 5-point lift (1.35% to 1.6%+). Aligned Marketing, Product, and Finance around CVR as a shared org capability. Diagnosed traffic quality and brand positioning as upstream blockers.
- **Mobile App Launch** Led 0 to 1 strategy, product direction, and design for Purple Carrot's first native mobile app. Managed the full cross-functional relationship with an external technology partner as senior product lead.
- **Research and Experimentation** Built an automated research stack delivering weekly insight for under \$12K/year, eliminating the need for a dedicated research hire. Stood up A/B governance and a weekly signal review cadence across the org.
- **Org Design and Team Building** Grew the product and design function from 0 in-house hires to a full team. Authored decision-rights and capacity planning frameworks adopted across departments.

Interim Head of Product and Design

Jan 2022 – Mar 2023

Purple Carrot

Stepped into executive leadership during a critical 14-month transition, reporting directly to the CEO. Maintained full delivery velocity while managing org-wide uncertainty.

- Rebuilt operating models and decision-making cadences adopted company-wide within the first quarter.
- Retained 100% of the core product and design team through a full leadership transition.

Senior UX Manager

Feb 2021 – Jan 2022

Purple Carrot

Led UX strategy across the digital platform. Modernized the design system in partnership with Engineering, measurably increasing development speed and reducing cross-team design inconsistency.

Senior Product Designer

Mar 2020 – Feb 2021

IntelyCare Quincy, MA

Owned end-to-end product and design for clinician onboarding on a healthcare staffing SaaS platform serving thousands of nurses and allied health workers. Functioned as a 2-in-1 PM and designer.

- Redesigned core onboarding flow for a geo-location-driven staffing platform, reducing friction for new clinician sign-ups.
- Ran ethnographic field research directly with clinicians to surface roadmap-defining friction points.

Senior UI/UX Designer

May 2016 – Oct 2019

Docent Health (now Get Well) Boston, MA

Sole UX designer at a Series A health tech startup across a 3.5-year tenure. Transformed an EMR-driven clinical tool into an intuitive platform deployed across multiple hospital systems.

- Designed a HIPAA-compliant SMS system enabling real-time patient-staff communication at scale.
- Built and iterated the patient experience platform across web, tablet, and in-hospital environments.
- Served as the sole design voice across clinical teams, hospital administrators, and engineering.

Power Yoga Instructor

May 2021 – Present

Krigsman Hingham, MA | Contract

Teaches power yoga with a focus on sequencing and in-room experience design. Provides firsthand fluency in boutique wellness operations, class retention dynamics, and first-visit-to-membership conversion.

EDUCATION

Plymouth State College

1999 – 2003

Plymouth, NH
B.A., Graphic Design

Boston University, Center for Digital Imaging and Arts

Digital Imaging, Interactive Design, and Visual Communication

CORE CAPABILITIES

- **Platform Strategy** DTC platform architecture, subscription commerce, information architecture, cart and checkout optimization
- **Product Leadership** PRDs and PRFAQs, cross-functional alignment, capacity planning, decision-rights frameworks, org design
- **Conversion and Growth** Funnel mapping, behavioral psychology, A/B governance, multi-lever acquisition systems, CVR optimization
- **Design and Research** UX strategy, design systems, ethnographic research, automated research stacks, continuous discovery
- **Tools** Figma, Looker, Snowflake, Amplitude, Speero, Jira, Notion

References and portfolio artifacts available upon request | courtneymarkham.com