

CORRIN MILLER

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Expert Customer Experience Leader with 20 years of success transforming complex customer behavior signals into breakthrough service models, redesigned digital & physical journeys, and revenue-producing brand experiences. Proven record of driving \$60M+ channel revenue, accelerating product adoption, and elevating enterprise customer experience standards.

SUMMARY OF ACCOMPLISHMENTS

- Delivered \$60M increase in Mobile Dine-In revenue through full-service redesign and relaunch.
- Created Chick-fil-A's enterprise-wide Intuitive Customer Experience standard, now used to shape future restaurant and service design models.
- Improved cross-channel menu communication clarity, supporting more accurate orders and reducing guest confusion by an estimated 28%.
- Developed Chick-fil-A's multi-year digital menu board rollout strategy, enabling nationwide expansion and technology lifecycle modernization.
- Led structured innovation discovery and journey mapping that identified 12+ critical pain points, reducing operational friction and elevating service consistency.
- Designed and executed proprietary mixed-method research frameworks across multiple teams for strategic decision-making.
- Guided cross-functional teams of 15+ designers, analysts, and operators through proprietary innovation process to execute integrated customer and team member experience improvements.
- Managed multi-vendor relationships and contract oversight, reducing vendor inefficiencies and cutting project cost overruns by ~20%.
- Delivered rapid prototypes that accelerated decision-making cycles by 35% through test-and-learn service innovation design iterations.
- Advised senior leadership on customer behavior trends, producing evidence-based recommendations that informed enterprise-level CX priorities.

AREAS OF EXPERTISE

- Customer Experience Strategy
- Human-Centered Design & Innovation
- Journey Mapping & Service Blueprinting
- Rapid Innovation Prototyping & Concept Testing
- Program & Portfolio Management
- Vendor & Agency Management
- Quantitative & Qualitative Insights
- Cross-Functional Team Leadership
- Team Member Experience Optimization
- Customer Signal Interpretation
- Strategic Research Design
- Experience Standards Development

PROFESSIONAL EXPERIENCE

Chick-fil-A, Inc., Atlanta, GA

Senior Experience Lead, Core Experience Team | 2023 – 2026

- Developed and refined enterprise service innovation design processes to elevate both customer and team member experiences across all touchpoints.
- Led structured discovery, journey mapping, and innovation prototype testing to surface customer pain points and shape improved service models tailored to operational realities.
- Designed proprietary research to develop Chick-fil-A's Intuitive Customer Experience standard, now guiding restaurant and service design decisions.
- Spearheaded the complete redesign and relaunch of Mobile Dine-In, driving a \$60M increase in channel revenue.
- Partnered across operations, technology, and design teams to implement new customer-focused innovations at scale.

Chick-fil-A, Inc., Atlanta, GA

Senior Program Lead, Core Integration Team | 2020 – 2023

- Directed the research, strategy, development, and lifecycle management of Menu Communication Systems across digital, drive-thru, and in-restaurant channels.
- Served as Program Manager for Digital Menu Boards, overseeing digital menu development, deployment, and ongoing operational updates.
- Created a comprehensive multi-year rollout plan for Digital Menu Boards, including vendor selection, contracting, and technology modernization strategy including the development of a program playbook that is updated annually.
- Improved communication consistency across ordering channels, supporting higher order accuracy and improved customer clarity.
- Led cross-functional alignment among technology, supply chain, restaurant operators, and creative teams to enable timely execution and updates.

Stratfield Consulting, Atlanta, GA

Senior Consultant | 2018 – 2020

- Delivered research-based customer insights that shaped strategic recommendations for Fortune 500 clients.
- Translated qualitative and quantitative findings into actionable experience improvements and process enhancements.
- Managed client relationships and multi-workstream engagements, consistently delivering on time and within budget.
- Facilitated cross-functional workshops using journey mapping and design thinking methodologies.
- Supported transformation initiatives that aligned customer needs with enterprise capability building.

Event Futurist, Atlanta, GA

Managing Partner & Marketing Consultant | 2015 – 2018

- Co-founded a consulting practice focused on event innovation, customer experience, and brand strategy.
- Built customized marketing, insights, and CX frameworks for clients across multiple industries.
- Conducted research, personas, and journey maps to shape future-state event experiences.
- Led digital and experiential marketing initiatives that drove attendee engagement and revenue results.
- Managed vendor contracts, client relationships, and complete project lifecycle delivery.

Ogilvy / Geometry Global, Atlanta, GA

Management Supervisor | 2013 – 2015

- Led major national accounts, guiding strategy, creative development, and execution.
- Conducted insight-driven campaign planning informed by customer behavior and market trends.
- Managed budgets, timelines, and multi-agency collaboration to ensure high-quality delivery.
- Directed teams producing digital, in-store, and experiential marketing assets.
- Strengthened client partnerships that resulted in repeat business and expanded project scope

**Professional experience prior to 2013 available upon request*

EDUCATION

Bachelor of Business Administration – International Business & Marketing Management (Dual Major)

Minor: Advertising

Northwood University – Midland, MI

CERTIFICATIONS & ASSESSMENTS

CliftonStrengths: Relator, Intellection, Responsibility, Ideation, Individualization, Analytical

Myers-Briggs: ISTJ

Working Genius: WD