

Leadership

- Deliver enterprise digital transformation projects with elite teams of trusted player/coaches
- Work with executives and their organizations to embed design and design thinking into their processes
- Help highly technical, successful organizations to become more agile and more capable of meeting customer needs and exceeding their expectations
- Assess current organizational agility and ability to deliver to baseline the enterprise and provide metrics to improve
- Help drive the organization to the next level of organizational obsession of their customer

Apex Systems formerly LeapFrog Systems

Practice Director, Digital Business Transformations September 2016 - present (4 years 6 months)

-- Apex Systems and LeapFrog Systems Projects --

Digital Business Transformation Coach and Client Engagement Lead - Equifax

- Led client executives, leaders, and a team of consultants to design and execute an organizational alignment, operational improvements, agile mindset changes, leadership pivot, and delivery team level engagement
- Coached executives, transformation leaders, and delivery team members in the infrastructure business unit
- Created workshop and trained over 200 people in 6 weeks on the topics of Agile Mindset, Agile methodologies (Scrumban, Kanban, Scrum), Written Team Agreements (Working agreements, Definition of Ready, Definition of Done), essential practices (Daily Stand ups and Retrospectives), and the roles of product owners and scrum masters
- Encouraged and led leadership pivot including Leadership Training to shift from control to collaboration and cultivation
- Created and facilitated an executive transformation team and core transformation teams to execute on the transformation strategy and tactics respectively
- Created and delivered multiple agile trainings to teach people to do the Equify way: foundations, methodologies, product owner tools and techniques, and scrum master approaches

Digital Business Transformation Coach and Client Engagement Lead – Embrace Home Loans

- Coached executives, transformation leaders and delivery team members to apply agile approaches and scaling models to their transformation
- Coached product owner with adapting new techniques to facilitate product teams and executives to improve execution
- Led design thinking workshop with multiple teams and 12 individuals around the new employee onboarding processes

Digital Business Transformation Coach and Client Engagement Lead – Massachusetts Medical Society

- Led client leaders to design and execute an organizational alignment, operational improvements, and delivery team level engagement
- Coached transformation leaders and delivery team members in the publishing business unit
- Created and delivered multiple agile trainings to teach people to do the MMS way: product owner and design thinking tools and techniques
- Edited and Delivered MMS transformation approach and playbook

Player/Coach: User Experience, Product Designer and Manager - Ericsson

- Led the effort to modernize a 15-year-old overly generalized enterprise class billing software. Architecting a solution to move from current web-based Microsoft stack to a web Java stack.
- Redesigned the existing Product Catalog and Customer Care applications to be touch-enabled and responsive across all devices from desktop, tablets and phones.
- Led customer and Stakeholder Research and Analysis, Systems Analysis, Business Analysis. Created Persona and Workflow Definitions. Guided overall Design Vision and UI Architecture. Defined UX Design Process.

- Managed Design Team across multiple vendors distributed across CA, MA, Ukraine and India. Team focused on prototyping in HTML/CSS using Bootstrap and Visual Designs, HTML5/ CSS3 development and instantiating and coding branding changes across the product line.
- Guided Stakeholder Management, Usability Studies, Quality Assurance, and Help/ documentation
- Coached Product Management and Project Management to pivot to an agile approach

Digital Business Transformation Player/Coach

- Digital Transformation at Putnam Investments by enabling sales systems, empowering datascience and establishing UX standards and best practices
- Sales Enablement and Onboarding Design: Created tools that enable and empower key roles/personas through the sales process to execute on the company's strategies and leverage the digital transformation technology set.

Frictionless Design LLC

Principal and Owner, Design Consultancy April 2013 - September 2016 (3 years 6 months)

-- Frictionless Design Projects --

- Billing: UX Strategy and Design Management - Ericsson
- Content Applications: New Product Strategy and Design Management - Luminoso
- Financial Services: UX Strategy, Design Management and Product Management - BuysideFX
- Enterprise Storage: UX Strategy and Design Management - Sepaton

Product companies

Manager and Design roles (February 2001 – April 2013) (11 years 3 months)

- Manager and Principal User Interface Designer Charles River Development (2 years 11 months)
- Manager and Principal User Interface Designer Investment Technology Group (2 years 11 months)
- Manager and Senior Interaction Designer Kronos (5 years 5 months)

Domains

- Wealth Management, Portfolio Management, Equity, Fixed Income, and Foreign Exchange Trading at Institutional Brokerages, Online Discount Brokerages, Banks, Insurance companies, Billing, Home loans, Credit Reporting
- Secondary Education, Publishing
- Database Security and Storage
- HR, Payroll, Employee Scheduling and Timekeeping
- Health Insurance, Home Health Care Delivery
- Military Research

Education

University of Massachusetts at Amherst

Master of Science, Industrial Engineering & Operations Research, Human Factors & Ergonomics, 1995

Bachelor of Science, Industrial Engineering & Operations Research, 1993

University of Swansea, Wales, Great Britain 1990-1991

Colegio Calazanz, Santo Domingo, Republica Dominicana, 1987-1988