Cecilia Morales Design Executive

XD lead, relationship nurturer and innovation experience architect.

SUMMARY

Accomplished design disruptor that greatly enjoys leading through establishing partnerships with product, marketing & engineering, creating the conditions for business and user success.

- Complex project UXA and strategist (including multi-platform, multi-system integrations and multi region deployments)
- Senior leader with a well established ability to build teams and elevate design orgs within organizations.
- Multi-effort UCD mentor and coach
- Passion for relationship nurturing and restoration through challenging circumstances.

UX Director, Next Capital Group | Chicago 2020 - Present

Successfully led the transformation of the relationship with the product team of our largest partner (over 2B in assets). Incorporated HCD product design framework and design ops for Chicago fintech startup struggling with UI churn and team engagement.

- Achieved executive & company-wide buy-in of design thinking, increasing collaboration practices across product.

- Introduced qualitative research practice, research repository, owned UX yearly budget and hiring plan, and proposed product and design role modernization for higher performance and XD quality.

- Built relationships with lead areas (product, engineering, executive leads) to discuss issues, coordinate activities, and resolve challenges, serving as a UX liaison.

- Co-built Design ops toolkit: templates, educational materials, resource organization, research repository, supporting design system and design language.

- Identified opportunities for increased engagement, innovation, morale improvement and implemented action plan.

- Crafted company design principles introducing Design Thinking to partner engagements.

- Mentored multidisciplinary teams to learn & apply HCD in projects, achieving holistic focus on end users & dramatically increasing team agency and engagement.

- Transformed relationship w/strongest partner (Financial institution w/over 2B in assets) through weekly co-creative workshops for road-mapped product experience designs.

- Delivered high quality storytelling for partners and execs to educate and elevate Design.

- Created Design org practices: Design language guild, Research guild, and functioned as art director in corporate brand design guild incorporating new guidelines like illustration design language and intro of secondary typography and supporting design system.

SKILLS

Co-creative workshops

Conceptual models

Consulting / relationship building

HCD toolkits

Information architecture

Journeys / blueprints

Requirement / User stories

Design ops development

Design systems / Design languages

Mentorship + coaching

UX architecture

UX road maps

Wires / maps / prototypes

UX Research repositories

Storytelling

Taxonomies

Rapid prototyping

Cecilia Morales Design Executive

XD lead, relationship nurturer and innovation experience architect.

UX Architect, Acumen Solutions (Salesforce) | Remote 2019 - 2020

Helped lead the establishing of UCD into a Salesforce consulting practice by building leadership relationships and understanding diverse groups' needs.

Accomplishment highlights:

- Introduced new UX practices (research methods, UX tools, contemporary co-creative activities) into a well-established team, creating a significant and positive team mindset shift.
- Served as UX liaison between client and team, significantly reducing friction by introducing a UCD goals that aligned with business OKR's
- Turned around a client relationship by successfully completing a previously twice-failed UX project and achieved tremendous buy in of UCD from client stakeholder (AARP).

- Established new design practice rituals: Design Share, contribution tracking—increasing UX team engagement and improving morale.
- Strengthened relationship between UX and company stakeholders furthering UCD practice.
- Mentored junior designers in strategies for persisting and archiving research as well as storytelling for stakeholder influence and successful UX project presentations.

Product Design Lead / UX Strategist, IBM | Chicago 2014 – 2018

Accomplishment highlights:

- Stewarded the UX architecture and strategy for on-premise and public cloud object storage—a $100M IBM offering. Engaged and educated stakeholders on UCD and established first UX practice for Cloud Object Storage.
- Transferred to IBM's cloud platform team in 2017 and Improved the UX for Access & Security, Account & Billing for IBM Public Cloud—a $1.4B strategic platform for IBM.
- Led and executed the cross-functional, end-to-end, research-validated XD for COS

- Proposed and presented cross -functionally informed roadmaps with defined success metrics for analytics to track post launch.
- Led/collaborated in org design to enable design growth (Design Strategy guild, AI Design Guild), leading a Design Org level UX practice research project on the key importance of the relationship of UX designers and System Architects.
- Helped forge important political relationships with challenging stakeholders, furthering UX goals.

Additional experience

Circle Imagine Inc., Executive Design Director Managed 5 developers, 3 content strategists and 5 designers	WYNWYN INC., Design Director Managed 3 designers	TERRA NETWORKS Creative Director Managed 13 designers

---

Bachelor of Fine Arts (BFA), Graphic Design
Universidad de Monterrey, Mexico

CECI@CECI22.COM 773.517.8388
LINKEDIN.COM/IN/**MORALESCECILIA**

AWARDS

AIGA Design Mentor Fall 2019 Program	**(3)** GD USA American Web Design Awards 2012	**(7)** GD USA American Graphic Design Awards 2011
Thankful UX Mentors	**(4)** GD USA American Graphic Design Awards 2012	