

LUIS F. BARRIGA

ENTERPRISE EXPERIENCE STRATEGY | HUMAN-CENTERED TRANSFORMATION

Systems Thinking | Service & Workflow Transformation | Operating Models | Digital Transformation

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PROFESSIONAL SUMMARY

Human-centered transformation strategist with 20+ years helping complex organizations diagnose and solve cross-functional problems involving people, process, technology, and organizational systems. Brings systems thinking, research, technology fluency, and stakeholder alignment to fragmented workflows, legacy services, operating models, and enterprise experiences. Career spans regulated financial services, enterprise technology, employee experience, SaaS, and large-scale digital ecosystems.

CORE CAPABILITIES

Enterprise Experience Strategy • Systems Diagnosis & Problem Framing • Service & Workflow Transformation • Operating Model Design • Human-Centered Strategy • Digital Transformation • Cross-Functional Alignment • Organizational Capability Building • Regulated Transformation • Research & Evidence-Based Decisions

PROFESSIONAL EXPERIENCE

Independent Transformation & Experience Strategy Consultant | DDRSM Studio 2024-Present | USA

Help enterprise HR, SaaS, retail, and startup teams diagnose ambiguous product and service problems, map workflows and user needs, and define practical future states that can move into implementation.

- Led research and experience strategy for a Fortune 100 home improvement retailer's global HR portal, combining interviews, field research, usability studies, analytics, call-center data, service blueprints, journey mapping, taxonomy, content strategy, stakeholder workshops, and measurement to reframe low engagement as an information-access and task-completion problem.
- Redesigned the production homepage, global navigation, taxonomy, and content strategy around high-frequency employee tasks, with direct paths into Workday and related services; enabled more direct self-service and reduced avoidable navigation and support friction.

UX & Product Strategy Partner | VMware 2020-2024 | USA

Led experience strategy across complex initiatives involving Product, Engineering, HR, Sales, Business Intelligence, Accessibility, Research, and enterprise technology, with responsibility spanning discovery, future-state design, alignment, and implementation support.

- Employee Initiated Move: led experience strategy and workflow redesign across fragmented HR, payroll, legal, finance, Workday, communications, and document processes; centralized the experience into a production source of truth, helped move completion from months to days or weeks, and helped establish accountable end-to-end ownership.
- Colleague Experience: as the first and most senior Experience Strategist on the leadership team, designed and championed operating practices for a 28-30 person core function collaborating with approximately 60-70 partner teams; standardized initiative intake/onboarding, Atlassian project systems, artifact templates, shared vernacular, and engagement practices.
- Institutionalized shared operating practices that improved intake quality and effort sizing, project visibility, output consistency, team cohesion, and the function's ability to present a unified voice to cross-functional partners; mentored staff and helped practitioners develop their voice.
- **Accessibility:** partnered with Enterprise Accessibility on practice maturity, operating guidance, education, and policy recommendations to integrate accessibility earlier into technology development.

PROFESSIONAL EXPERIENCE - CONTINUED

UX & Digital Product Strategy Consultant | Independent 2019-2020 | USA

Partnered with government, education, and technology organizations to clarify complex digital-service problems, establish future-state direction, and improve access to information and services.

- Partnered on a constituency-centered Government of Kenya information platform, organizing fragmented policies, procedures, and guidance into a more coherent public-service experience.
- Established information architecture, taxonomy, reusable patterns, style guidance, and maintenance practices; worked across organizational and governmental boundaries to align user needs, content, workflows, technology, and implementation considerations.

UX/CX & Product Lead | Voya Financial 2014-2019 | USA

Led experience and product strategy across retirement, financial-wellness, and enterprise digital initiatives in a complex regulated environment.

- Helped unify Voya's digital experience during the ING USA to Voya Financial transition, partnering across enterprise brand, product, business stakeholders, and vendors to bring greater consistency to digital touchpoints.
- Researched and developed financial-wellness tools, calculators, and educational experiences designed to help retirement-plan participants make more informed financial decisions.
- Helped build and expand user-research and customer-experience practices, including a multi-tier usability research model, reusable standards, and more consistent tools and processes for evidence-based product decisions; aligned Product, Engineering, Compliance, and Operations across regulated workstreams.

User Experience Architect | Bank of America 2012-2013 | USA

Worked on complex banking and judicial-request workflows where human decisions, automated systems, operational processes, and regulatory requirements had to function together.

- Researched the end-to-end analyst workflow, refined business requirements into UX requirements, and led future-state experience design for a confidential judicial-request operation spanning complex case information, human decisions, automated systems, and regulated processes.

User Experience Design Lead | Fidelity Investments 2010-2012 | Boston, MA

Led experience-design work across regulated financial services, partnering with business, technology, product, and research teams on complex customer transactions and enterprise capabilities.

- **Retirement distributions:** researched and modernized an aging mandatory-distribution service affected by evolving rules, external banking dependencies, legacy systems, and new security requirements.
- **Digital security:** led product-design work with stakeholders on a multi-tier authentication experience involving policies, protocols, workflows, and enhanced security options for high-net-worth clients.
- **Money movement:** developed requirements, designed and tested future-state experiences for connecting external financial institutions and ACH/wire workflows, and defined success measures including call volume, task-completion time, client-satisfaction surveys, web interruptions, and longitudinal qualitative research.

EARLIER EXPERIENCE

MassMutual - User Experience Architect | Monster.com - UX Lead / Sr. Interaction Designer | ESPN - Human Factors Engineer | Valassis - Sr. UI/UX Architect | IBM Global Services - Sr. Information Architect | Fidelity Investments - Design Lead / Information Architect & Brand/Web Strategy | Additional earlier roles in front-end engineering, digital design, and systems work at The Hartford, Aetna, CIGNA, Compaq, NCR, and other organizations.

SELECTED METHODS & PLATFORMS

Strategy & Transformation: Systems Thinking, Service Design, Journey Mapping, Workflow Modeling, Information Architecture, Research, Facilitation, Governance | Selected Platforms: Jira, Confluence, Miro, Figma, Axure, UserTesting, Qualtrics, ServiceNow; enterprise work has included Workday-integrated experiences

EDUCATION & PROFESSIONAL DEVELOPMENT

Holyoke Community College - coursework in Computer Programming / Micro-Computing | Greenfield Community College - coursework in Graphic Design & Fine Arts | Additional entrepreneurship, technical, and industry training.