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## PROFESSIONAL PROFILE

Strategic UX leader with 14+ years of experience at the intersection of AI, transformation, and enterprise product innovation. Proven ability to scale UX functions, lead AI-driven transformation, and integrate user insights into enterprise and AI product strategy. Expertise in AI UX strategy, cross-functional collaboration, and research-driven decision-making, delivering business impact through human-centered design.

## CORE COMPETENCIES

- AI UX & Emerging Technology Integration
- Organizational Transformation & Change Management
- UX Leadership & Team Building
- insight-Driven Product Strategy
- Stakeholder & Executive Alignment
- Design thinking & Human-centered Experience
- AI Ethics & Responsible Implementation

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## PROFESSIONAL EXPERIENCE

[AI UX Navigator](#), New York, NY

Oct 2024 – Present

### AI UX Strategy & Transformation Consultant | Founder

- Founded [AI UX Navigator](#), a boutique consultancy helping organizations implement AI strategically, with a focus on [workflow redesign](#) and long-lasting adoption
- Advise clients across sectors on identifying high-impact AI opportunities, optimizing processes, and building internal capabilities to scale
- Delivered measurable results, including a 40% reduction in research analysis time via AI-powered workflow optimization, and a 6-month AI rollout plan for a financial services firm
- Developed proprietary [Four Shifts framework](#) and maturity assessment tools, now used by teams to guide responsible, organization-wide AI integration
- Lead workshops and change initiatives for cross-functional teams, improving AI implementation success rates through behaviorally grounded change management
- Created open-access resources and case studies documenting real-world workflow transformations, shaping industry best practices in applied AI

[citizenM hotels](#), New York, NY / Amsterdam, NL

Sept 2023 – Oct 2024

### Head of UX

#### AI Strategy & Innovation

- Spearheaded the company's generative AI strategy for customer experience, implementing [advanced NLP techniques](#) (sentiment analysis, entity extraction, topic modeling) and [LLM-powered research synthesis](#) with vector embeddings—reducing analysis time by 40% and driving actionable insights across departments

#### Data-Driven Improvement

- Implemented AI-enabled feedback analysis across the guest journey, resulting in 20% more actionable insights and targeted experience enhancements that delivered a 10% increase in NPS

#### UX Infrastructure

- Established [citizenM's first UX strategy](#) including a robust DesignOps foundation with centralized design system, research repository, and standardized workflows—improving experience quality while reducing delivery time by 15%.

#### Team Leadership

- Built and coached a high-performing UX team, doubling headcount in 9 months, developing specialized AI UX capabilities, and securing 2 team promotions

#### Cross-functional Transformation

- Co-led a company-wide CX transformation with the CPO, implementing AI-enhanced workflows that unified technology, marketing, and operations around shared vision and measurable KPIs

McKinsey & Company, New York, NY

Jun 2017 – Mar 2023

## Senior Manager UX Research & Transformation

### Transformation Leadership

- Orchestrated [transformation of the advanced analytics function](#)—streamlined workflows and tooling, delivering \$30M in savings and a 20% efficiency gain
- Led three enterprise-wide transformation initiatives—Culture, Analytics, and Procurement—resulting in significant workflow efficiencies and \$150M+ in combined savings

### Change Management & Impact

- Facilitated executive workshops on data governance, co-creating a framework that balanced security with usability and accelerated implementation across teams
- Developed an insight-led content strategy for the firm's cultural change program, increasing platform engagement by 500% in 6 weeks
- Designed design thinking sessions for C-suite, aligning product vision with user needs for Advanced Analytics

### Strategic UX Research

- Directed platform discovery for advanced analytics, mapping data science workflows to [infrastructure decisions \(AWS vs. Azure\)](#), using mixed-method research
- Partnered with data science leads to increase analytics tool adoption by 15% and reduce shadow IT by 20%
- Led a global 6-week ethnographic study on knowledge-sharing behaviors and needs across 3 continents, directly shaping C-suite decisions on collaboration tools and strategy

### UX Leadership

- Built UX function for Advanced Analytics: established research standards increasing utilization in product decisions by 75%
- Mentored 8 researchers, resulting in 3 promotions and firm-wide adoption of UX research standards
- Collaborated with product managers and engineers to translate research into technical requirements, leading to a unified vision (Promoted from *Manager UX Research* to *Senior Manager UX Research & Transformation* in Aug 2019)

Moody's Analytics, New York, NY

Aug 2016 – Jun 2017

## Associate Director, UX Research

- Led discovery for the redesign of Moody's flagship B2B platform (5,000+ pages) with financial experts to optimize complex workflows that contributed to \$601M revenue growth and sustained \$2.8B in annual recurring revenue

Usablenet, New York, NY

May 2015 – Jul 2016

## Senior User Researcher

- Conducted omnichannel UX research across e-commerce and hospitality sectors, improving conversion and digital journeys

Design Creatives, New York, NY

Sep 2011 – May 2015

## Design Researcher

- Conducted design research and delivered innovation strategy for design, retail, and cultural clients

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## EDUCATION

### Master's Degree, Social and Organizational Psychology

Utrecht University, The Netherlands

### Master's Degree, Industrial Design

Pratt Institute, Brooklyn, NY

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## COURSES & CERTIFICATIONS

- **Deep Learning Specialization** – Andrew Ng, DeepLearning.ai, 2024
- **Generative AI for Everyone** – Andrew Ng, DeepLearning.ai, 2024
- **Performance Management and Tracking (Metrics, KPIs)** – McKinsey Academy, 2023
- **Leading Transformations: Manage Change** – Macquarie University via Coursera, 2023
- **McKinsey Transformation L1 Program** – McKinsey (internal expert training), 2022
- **Artificial Intelligence: Implications for Business Strategy** – MIT Sloan School of Management, 2020
- **Certified Agile Leadership** – Scrum Alliance, 2019

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## TECHNICAL TOOLS & PLATFORMS

- **AI Development:** OpenAI API, Anthropic API, LangChain (RAG orchestration), HuggingFace, TensorFlow Lite
- **AI Research & Analysis:** Dovetail AI, UserTesting AI Analyzer, Qualtrics XM, RelevanceAI,

- **Generative Design:** Midjourney, DALL·E, Stable Diffusion, Runway ML, Adobe Firefly
  - **Design & Prototyping:** Figma, Adobe Creative Suite, Sketch, Protopie
  - **Collaboration Tools:** Miro, Notion, Airtable, Confluence, GitHub
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## AI UX SKILLS & FRAMEWORKS

- **Original frameworks:** Four Shifts of AI UX, AI UX Maturity Model, [Org Readiness Assessment](#)
- **Research & evaluation methods:** Developed protocols to assess trust, explainability, and user adaptation
- **Technical Fluency:** Proficient in prompt engineering, RAG architecture, vector embeddings, and co-adaptive UI patterns
- **Responsible AI practice:** Created ethical frameworks that balance innovation with transparency and user agency
- **Industry-aligned knowledge:** Applied principles from Google's PAIR, Microsoft's HAX, and Anthropic's Constitutional AI