

Tony Bleything – Project CV (Skills & Project Highlights)

Summary

Dynamic and innovative **experience design professional** with 15+ years of expertise in **Design Thinking, Service Design**, and user-centric product innovation. Adept at integrating human-centered design principles with strategic planning and cross-functional collaboration to drive impactful outcomes. Proven success in **facilitating workshops** that generate actionable insights, aligning user experience initiatives with business objectives, and streamlining product development processes. Recognized for delivering results through a balanced focus on creativity, structured methodology, and operational efficiency.

Core Competencies & Experience

Design Thinking & Human-Centered Design (15+ years):

- Led enterprise-wide design thinking and service design initiatives, improving time-to-market for new products by 25% and fostering a culture of innovation.
- Designed and facilitated 100+ collaborative workshops (cross-functional and cross-regional), capturing diverse perspectives and generating innovative product and service ideas.
- Applied design thinking principles to large-scale system development projects, ensuring solutions aligned with real user needs and business goals.
- Mentored cross-functional teams (including junior designers) in design thinking methodologies, enhancing their ability to implement user-centric approaches in daily workflows and project planning.

Service Design, UX/UI & Product Design (10+ years):

- Designed end-to-end services and digital product experiences, crafting wireframes, **customer journey maps**, and **service blueprints** to ensure cohesive and intuitive user journeys across all touchpoints.
- Conducted extensive **user research** (interviews, observations, surveys) and usability testing to inform design decisions and iterate on prototypes, guaranteeing that final solutions are both user-friendly and impactful.
- Proficient in industry-standard design and prototyping tools, including **Figma**, **Sketch**, and **Adobe XD**, enabling rapid visualization of concepts and efficient collaboration with development teams.

- Leveraged **Generative AI** technologies (e.g. using ChatGPT for content ideation and MidJourney for visual prototyping) to drive creative design solutions and explore novel user experience possibilities.

Requirements Gathering & Analysis (10+ years):

- Synthesized complex functional and non-functional requirements across multiple projects, ensuring alignment with both business objectives and technical constraints.
- Led stakeholder workshops and user interviews to elicit true needs, resulting in detailed requirements documentation and user stories for large-scale enterprise systems.
- Identified regulatory, technical, and operational constraints early in projects to refine scope and design strategy, preventing rework and ensuring feasibility.

Process Optimization & Standardization (8+ years):

- Streamlined enterprise-wide product development processes, reducing time-to-market by 30% through the elimination of redundancies and the introduction of best practices.
- Facilitated process improvement workshops that identified inefficiencies and saved approximately 25% in operational costs by realigning resources and workflows.
- Standardized development processes in compliance with the Rapid Closed Loop Process (RCLP) framework, achieving a 40% increase in process adherence and consistency across teams.

Stakeholder Collaboration & Workshop Facilitation (10+ years):

- Conducted numerous cross-functional workshops to align diverse stakeholders (product, engineering, marketing, and clients), capturing broad perspectives and driving consensus on product direction.
- Designed and facilitated design-thinking **co-creation sessions**, leading to innovative solutions with measurable business outcomes. For example, workshop outcomes have directly contributed to new product concepts valued at over \$1.5B in potential revenue.
- Improved team collaboration by implementing structured processes (inspired by Agile methodologies such as regular design reviews and sprint retrospectives), boosting project efficiency by 35% and ensuring continuous feedback integration.
- Worked within Agile product teams to integrate user-centered design seamlessly into development cycles, coordinating closely with product owners and developers to iterate on designs within sprint timelines.

Project Highlights

Enterprise-Wide Design Thinking Initiative:

- Championed the rollout of a design thinking program across a 100,000+ employee global organization, leading to a **15% improvement in project success rates** and a widespread innovation mindset.

- Designed a three-tier **Design Thinking credentialing program** (Practitioner, Workshop Facilitation, Coaching) adopted by teams across North America, Asia-Pacific, and the Middle East, standardizing human-centered design skills enterprise-wide.
- Facilitated high-impact innovation sessions that generated over **\$1.5B in potential new product revenue** within a 5-year outlook, by uncovering untapped customer needs and creative solutions.

Comprehensive Digital Architecture Design:

- Gathered and synthesized comprehensive functional and technical requirements for a major digital platform, identifying all regulatory and technological constraints upfront.
- Designed composite **architecture schematics** and experience flow diagrams that aligned diverse stakeholder needs with organizational objectives, ensuring both the user experience and system architecture were in harmony.
- Facilitated stakeholder workshops to iterate on architecture and design strategies, resulting in improved clarity, stakeholder buy-in, and a robust implementation roadmap.

Feedback Loop Optimization for QA Processes:

- Developed a digital **feedback management tool** for field service quality assurance, increasing actionable feedback submissions from field operatives by **40%**.
- Organized feedback analysis workshops, identifying key themes and pain points in service delivery that directly informed product enhancements and process changes.
- Reduced repeat site visits by **35%** by acting on user feedback insights, thereby boosting field service efficiency and significantly improving customer satisfaction.