CECILE ROCA

New York | 917-755-7583 | cecile@cecileroca.com | cecileroca.com | linkedin.com/in/ceciler/

LEAD PRODUCT & DESIGN STRATEGIST

Systems-First Strategist | *AI Orchestration & Prototyping* | *End-to-End Experience Design*

PROFESSIONAL SUMMARY

Strategic, systems-first Product & Design Strategist with an MFA in Design & Technology, 8+ years of experience across product design, AI orchestration, and research, backed by a unique foundation in law and business development. Proven track record of turning ambiguous, high-level business goals into validated, scalable digital experiences. Specialized in rapid validation sprints, interactive prototyping, complex systems architecture, and cross-functional alignment across engineering, compliance, and C-suite stakeholders in highly regulated environments.

CORE COMPETENCIES & CRAFT TOOLKIT

- **Product & Design Strategy:** Scoping Ambiguous Projects, Information Architecture, Interaction Design, Workshop Design & Executive Facilitation, Design Thinking, Systems Thinking, Strategic Foresight, User Journey Mapping,Persona Development, Rapid Prototyping, Inclusive Design.
- **AI Orchestration & Prototyping:** AI-Assisted Prototyping & Prompting, Interactive Click-Through & Coded Prototypes, LLM Application Workflows, Design Systems.
- Research, Data & Evaluation: Quantitative & Qualitative Synthesis, Usability Testing & Study Design, Generative Research, Metrics Definition, Regulatory & Compliance Alignment.
- **Cross-Functional Collaboration:** Technical Feasibility Assessment, Product Requirements/Specs, Backlog Prioritization, Figma, Miro, Mural, Jira, Agile/Scrum Methodologies.

PROFESSIONAL EXPERIENCE

Humans @ Work | Partner */ Product & Design Strategist* | New York, NY | 2025–Present

- **End-to-End Product Leadership:** Led the strategic intersection of design and interactive technology, driving the end-to-end product lifecycle across high-stakes client engagements.
- **Executive Alignment & Strategy:** Partnered directly with C-suite executives and key stakeholders to align digital solutions with core business objectives, successfully securing buy-in for complex, large-scale initiatives.
- **Team Leadership & Mentorship:** Directed cross-functional teams and mentored designers to ensure a unified vision across user research, experience design, and technical execution.

- **Regulatory & Inclusive Systems Design:** Applied a strategic legal lens to product development, ensuring all client experiences met rigorous data security, compliance, and inclusive design standards.

Synechron | *Lead UX Designer / Product & Design Strategist* | New York, NY | 2023–2025

- **AI Strategy & System Definition:** Architected the end-to-end UX research framework for advanced AI product ideation, establishing the foundational strategy and requirements for responsible, user-centered LLM applications in regulated enterprise environments.
- **Platform Consolidation & Process Optimization:** Led the operational transformation and experience architecture to unify 16 legacy platforms into a single AI-powered portal, increasing workflow efficiency by 95% and reducing a 2-month process down to a 2-week digital experience.
- **Rapid Prototyping & Business Growth:** Co-created rapid digital and clickable prototypes to test viability and secure executive buy-in for 3 high-priority GenAI initiatives, directly driving a 100% increase in consulting contract value.
- **Cross-Functional Build & Regulatory Alignment:** Partnered directly with engineering, QA, and executive stakeholders to deliver a responsive web portal, mapping complex data flows, enforcing strict design fidelity, and ensuring regulatory adherence.
- **Client Retention & Account Growth:** Championed human-centered design through executive alignment workshops and demonstrated clear product value, successfully securing long-term contract extensions across core client accounts.

Rockwell Group | *UX Researcher & Content Strategist* | New York, NY | 2018–2020

- **Multi-Touchpoint Systems Design:** Directed the end-to-end user experience and information design for a 34-screen digital ecosystem and 10 interactive installations, streamlining complex buyer journeys.
- **Iterative Prototyping & Alignment:** Conducted user testing and rapid prototyping to present to key stakeholders, securing cross-functional alignment for foundational digital installations.
- **Flagship Experience Launch:** Optimized digital touchpoints and spatial UX for high-profile physical and digital environments (Hudson Yards), successfully launching the development's primary commercial engine.

Gallagher Design | *UX Researcher & Experience Strategist* | New York, NY | 2016–2018

- **Generative Research & Vision:** Led generative user research and UX production for interactive digital exhibits across corporate and museum clients, earning the 2019 Global Design Award and the Honor Award for Digital Experience Content.
- **Product Execution:** Translated vague client briefs into actionable user flows, personas, and extensive usability tests to ensure successful product launches.

UX Strategy Consultant | New York, NY | 2016–2022

- **Public Sector Digital Strategy:** Owned end-to-end digital strategy, user flows, and product launch for a Minnesota Representative's campaign website, supporting a successful election outcome.
- **Multimodal Systems Strategy (Univ. of Michigan):** Designed and executed a multimodal research survey system, capturing and synthesizing data from over 1,000 active users.
- **Guest Lecturer (Parsons):** Developed and delivered lectures to undergraduate students on user interface principles, design systems, and front-end execution.

AWARDS & HONORS

- **Two-Time Gold Award** | Synechron |Recognized for outstanding UX design work and executive client collaboration (2024-2025)
- **Global Design Award** | SEGD
- **Honor Award for Digital Experience Content** | SEGD
- **Dean's Scholarship** | Parsons School of Design (2020–2022)

EDUCATION & CERTIFICATIONS

- **Master of Fine Arts (MFA) in Design & Technology** | Parsons School of Design, The New School
- **User Experience Design Certification** | General Assembly
- **Bachelor of Arts in Liberal Arts** | Eugene Lang College, The New School
- **Ecuadorian Law Degree Coursework Completed** | Universidad Internacional del Ecuador