

JOVAN LAURENCIO

Profile

Design strategist, workshopper, and educator with an empathic and equitable approach to solving problems. I balance imagination with analytical rigor to deliver compelling possibilities that address the complexities of today's problems and tomorrow's uncertainties for people, businesses, and communities. A life-long learner with a growth mindset bent on improving my craft, designing for a sustainable future, and inspiring the next generation of creative problem solvers and innovators.

Strengths

Strategic Coordination

Meticulous with project planning, flexible in management, receptive to change.

Agile Exploration

Action-oriented facilitation, leading with creativity through the fuzzy front-end of innovation.

Inclusive collaboration

Advocacy of equitable spaces, diverse perspectives, creative ideation, and clear commitments.

Washington State Employees Credit Union

2024-Pres • **DISCOVERY & DESIGN PROGRAM MANAGER**

Foster a culture of innovation through engaged partnerships and advocacy of a design-centered approach for addressing strategic business problems.

- Advocated for and led research to deepen understanding of BIPOC first-time homebuyers, ensuring inclusivity and relevance of the future digital mortgage experience. Insights guided the evaluation of new partners to support the strategic vision.
- Implemented new design thinking methods and tools, reducing time from business problem to strategic recommendation to less than 4 months. Improved innovation efficiency by 50%, enabling the addition of one business plan item annually, increasing from 2 to 3.

2018-2023 • **PRODUCT DESIGN STRATEGIST**

Facilitated the conceptual design of impactful products, services, and experiences.

- Redesigned the credit card acquisition experience for applicants and staff. Validated prototypes decreased average service call times, streamlined the underwriting workflow, and ensured data accuracy across the tech stack. Implementations resulted in more auto-funded applications and increased the employee system adoption rate from 30% to 100% within 6 months.
- Introduced and proved the efficacy of design sprints, validating the experience vision for digital onboarding of new members and defining a minimum viable product within 6 weeks. The MVP reversed the negative growth trend, restoring new customer growth to expected levels and setting it on an upward trajectory.

The Creative Group

2017-2018 • **PRODUCT STRATEGIST**

Provided strategic design services to software and financial services companies. Operated in a contract role that required flexibility and agility within small teams with immediate needs.

- Developed visual story that contributed to socializing strategy and gaining support for development of three new credit card products. – WSECU
- Designed intuitive interactions and conducted usability testing for cloud-based solution extensions, enhancing user experiences for B2B clients running SAP. – Vistex

It's Jovan

2015 - 2017 • **UX/UI DESIGNER**

Designed e-commerce solutions for independent retailers.

- Increased sell through of client's end-of-season inventory by designing full page banner ad with rotating sale items on homepage.
- Prototyped and tested a pre-release microsite to validate a new product idea, leveraging collected emails to drive informed product pricing decisions and anticipate revenue potential.

Quantum Solutions

2015 • **FRONT-END DEVELOPER**

- Rapidly produced content for marketing firm including: Responsive websites, webforms, and graphics for PPC campaigns. Developed in HTML5, CSS3, Javascript, jQuery, and PHP.

Purpose

To serve as an impactful and inspiring designer, leader, mentor, and educator for teams, organizations, and BIPOC communities.

Skills

- Workshop facilitation
- Discovery research
- UX design
- Rapid prototyping
- Value testing
- Visual storytelling
- Stakeholder management

Community Engagement

Reimagining MOHAI

Community Advisory Member
MOHAI
2024-Pres

Intro to Design Thinking

Workshop Instructor
Leadership Development
Rainier Scholars
2021-Pres

*"It's okay to not know everything:
How you can leverage design
thinking to solve your most wicked
problems"*

Guest Speaker and Instructor
Career and Leadership Weekend
Rainier Scholars
Dec 2021

Education & Certifications

Human-Centered Strategy
IDEO U, Apr 2023

Foundations In Design Thinking
IDEO U, Apr 2022

UX Design, Designer Track
Bloc, 2017

Website Software Specialist
Santa Monica College, 2015

BFA, Interdisciplinary Visual Arts
University of Washington, 2008



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