

ANDREI CERVANTES HUMAN-CENTERED LEADER TYPE

PROBLEM SOLVER

Crafted a microlearning digital experience to scale adoption of a new automation mindset (50 NPS from +50,000 IBMers and clients)

Designed the end-to-end experience of a large bank's new credit card for affluent customers — leading 15 client-side nondesigners over 3 months

Guided a large oil and gas company — entering the contentious plastic industry — toward a clear sustainability strategy (1 of ~150 workshops delivered with a 90 NPS average)

Brought unquestioned clarity to an online payments company — on a \$50M procure-to-pay process they bought but couldn't comprehend

WORKFLOW REMODELER

Reimagined how work gets done within Auto Claims, Trade Finance, Mortgage Lending and Lead-to-cash processes — into compelling Intelligent Workflows

Fully transformed the operating model of a large Middle East airline's IT org, overhauling the way they served business units' IT needs (a \$27M win)

Designed software-based Digital Workers for IT Management, enabling a hybrid workforce that frees up humans for more meaningful work — some reducing 1,000 hours of effort annually

DESIGN THINKING LEADER

Reinvented the way Enterprise Design Thinking is positioned, articulated, learned and applied for IBM's consulting and services arm

Brought much-needed clarity, relevance, flexibility and applicability of the framework — to nondesigners and beginners

Developed programs, toolkits and content to clarify the integration of design thinking, agile and devops; simplify framework application; establish a path to proficiency; tackle complex business outcomes; among others

UNIFIER

Aligned 11 global IBM teams on ~100 overlapping, even contradicting work streams — around a cohesive way to transform how sellers engage with clients

Rallied a highly expansive, fractured and political automation ecosystem around a single, unified and endorsed automation language

United six clashing orgs — tasked to reinvent the mindset of IBM's entire workforce — with an empathetic and shared understanding of their scattered, disjointed efforts

TINKERER

Built comprehensive scenario-specific toolkits that empower sellers to confidently lead clients down a previously murky path to reinvention

Created a range of packaged outcome-specific workshops that allowed sellers to accelerate progress at key moments of an engagement

Developed a modular engagement model that helps offering managers easily tailor the model for their offering, while also allowing sellers to respond to clients' unique needs

BEHAVIOR RENOVATOR

Crafted a program to drive adoption of Enterprise Design Thinking for IBM's 90 largest and most important accounts (76% increase in opportunities, 54% happier clients, 40% increase in deal win rate)

Scaled adoption of Enterprise Design Thinking globally, particularly in Latin America — activating +16,000 practitioners, 35 capable coaches and 17 local communities

Established a program to accelerate development of Enterprise Design Thinking Coaches, reducing activation from 2–3 years to a mere 6 months

Built an enablement program to help sellers adopt behaviors that lead clients toward reinvention and, in 2020, completely virtualized it for scaled and pandemic-driven delivery (65 NPS average from 400 individuals over 12 global events; impacting ~\$80M in next-quarter deals)

GLOBAL NOMAD

Often led complicated global challenges, with a nomadic way of life that uniquely equips me to take on the travel demands and lengthy remote spells usually required

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MY PATH SO FAR

Director, Experience Design
Rocket Central
2022–2023

VP, Experience Design
Goods & Services
2021–2022

Global Design Strategist and
Enterprise Design Thinking Leader
IBM
2016–2021





Creative Director
Multiple Advertising Agencies
2012–2016

Copywriter
Multiple Advertising Agencies
2005–2012

MY MANY NAMES

Design Director
Design Consultant
Design Strategist
Director of Experience Design
Head of Design Strategy
Head of Experience
Design Thinking Lead
Design Adoption Lead

MY CONTACT INFO

andreicervantes.com 
andrei.cervantes@gmail.com 
1.214.733.2764 
/in/andreicervantes 

MY CLIENT PARTNERS

Consumer
2K Games
Best Buy
The Kraft Heinz Company
Wawa

Education
Pearson
Regent University
Texas School for the Deaf

Finance
Chubb
PayPal
PNC Bank
Raymond James

Healthcare
Aetna
Florida Hospital

Oil & Gas
BP
Shell

Tech
AMD
Dell
Microsoft
Teradata

Telecom
AT&T
Cablevision
Telstra
Verizon

Travel
American Airlines
Etihad Airways
La Quinta
Southwest Airlines

Among others