ANDREI CERVANTES

EXECUTIVE DESIGN LEADER & EXPERIENCE STRATEGIST

I build high-performing teams, modernize enterprise workflows, and turn organizational friction into measurable growth. From scaling global innovation frameworks to building intent-driven product ecosystems, I create the experiences that define the systems.

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MY MANY NAMES

Executive Design Director

VP of Experience Strategy

Head of Product Experience

Director of Experience Design

Head of Design Strategy

Innovation &
Experience Manager

Experience
Transformation Leader

Global Design Strategist

MY PATH SO FAR

EXPERIENCE DESIGN LEADER

Capital Group 2024 – Present

Led portfolio construction ecosystems, advisor experiences, design community practices, and intent-driven AI strategy.

- **Architected a Connected Portfolio Ecosystem:** Reimagined portfolio construction around financial advisors, linking disparate insights and tools into an ecosystem that helps them understand what matters, decide what to do, and anticipate what's next.
- **Turned Product Intelligence into a Cohesive Experience:** Envisioned a centralized Product Q&A research workflow for investment managers, combining source citations and evidence synthesis to establish a firm-wide blueprint for intent-driven AI.
- **Embedded Operational Resilience as Everyday Behavior:** Established an enterprise resilience framework across 12 business areas and 3 leadership tiers, embedding risk anticipation and clear ownership into active work streams.
- **Expanded Access to Community Wealth-Building:** Scaled a financial education fellowship into a connected wealth-building ecosystem, boosting participant capability design knowledge from 7% to 100% and risk/credit conversation comfort from 21% to 71%.

DIRECTOR, EXPERIENCE DESIGN

Rocket Central 2022 – 2023

Led mobile app strategy and designed comprehensive customer experience visions for mortgage lending and homeownership ecosystems.

- **Scaled Mobile App Strategy & Self-Service:** Spearheaded cross-functional mobile product strategies, aligning product, engineering, and marketing teams to increase client self-service adoption.
- **Optimized End-to-End Mortgage Journeys:** Streamlined end-to-end mortgage application journeys, reducing operational friction and drop-off rates across key digital funnels.

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
Verizon
Cablevision
Telstra

Travel
American Airlines
Southwest Airlines
Etihad Airways
La Quinta

VP, GROUP DIRECTOR, EXPERIENCE DESIGN

Goods & Services 2021 – 2022

Guided global enterprises through strategic ambiguity to align stakeholders and ship human-centered products.

- **Streamlined Cyber Insurance Quote-to-Bind:** Modernized cyber insurance quote-to-bind experiences for the world's largest insurer, accelerating policy delivery and turning brokers into consultative partners.
- **Guided Enterprise Strategy Through Problem Framing:** Utilized rigorous problem-framing and multi-stakeholder strategic sessions to break down organizational silos, accelerate product definition, and align leadership around actionable roadmaps.

GLOBAL DESIGN STRATEGIST AND ENTERPRISE DESIGN THINKING LEADER

IBM 2016 – 2021

Led high-stakes client turnarounds, scaled Enterprise Design Thinking globally, and drove enterprise transformation.

- **Modernized Account Team Engagement:** Deployed an immersive mentoring program across IBM's 90 largest accounts, driving a 76% increase in opportunities, 54% higher client satisfaction, and a 40% win rate boost.
- **Scaled Enterprise Design Thinking Across Latin America:** Scaled adoption across Latin America, activating +16,000 badged practitioners, 1,500 Co-creators, 35 coaches, and 17 local chapters.
- **Virtualized Global Automation Bootcamps & Toolkits:** Deployed scenario-specific automation toolkits and virtualized global bootcamps, maintaining a 65 NPS and impacting ~$80M in next-quarter deals.
- **Remapped Global Trade Finance:** Reimagined the global Trade Finance workflow into an intelligent system, projected to reduce cost per transaction by 50–75%, errors by 50%, and processing time by 25%.
- **Overhauled Middle East Airline IT Operations:** Transformed the IT operating model for a major Middle East airline, overhauling internal service delivery to secure a $27M win.
- **Rescued a Procure-to-Pay Integration:** Salvaged an at-risk $50M procure-to-pay integration for an online payments company through an executive alignment workshop, restoring trust and green-lighting delivery.

CREATIVE DIRECTOR & LEAD STRATEGIST

Multiple Advertising Agencies 2006 – 2016

Directed brand narratives, digital storytelling, and multi-channel campaigns for consumer and enterprise brands.

- **Bridged Brand Strategy with Digital Experiences:** Developed high-impact messaging frameworks and campaign concepts that successfully bridge brand strategy with digital product experiences.
- **Delivered Multidisciplinary Creative Campaigns:** Delivered multi-channel brand interactions by collaborating closely with multidisciplinary creative, strategy, and technical squads.