PATRICK OLIVARES

CUSTOMER EXPERIENCE & PRODUCT DESIGN LEADER

- PORTFOLIO
- LINKEDIN
- EMAIL

PROFILE

Executive Product Design Director with extensive experience in Leading and Building **Customer Experience driven Digital Product Teams**. Proven leadership in **Organizational Transformation** to create and deliver **Digital Solutions** and **User Experience Focused Products**.

Areas of expertise include; Enterprise User Research, CX & UX, Product Design, Agile and Lean/UX Development, Art Direction, Cloud based Software Strategy & Road map, Product Marketing & Automation and Leading Digital Transformation Initiatives.

HIGHLIGHTS

- PMI's (Project Management Institute's) **Digital Experience and Design VP/Director** – Leading Digital Transformation initiatives through the development of a Digital Product Portfolio and an Enterprise Level Digital Experience and Design Team.

- Established **Korn Ferry's first global Digital Product Practice** responsible for multidisciplinary team that researched and designed a B2B Global Digital Product Platform, Korn Ferry Digital.

- Achieved **"Product of the Year" Award** for Product Design and **"Leader" placement in Gartner Magic Quadrant** (including **two Product Patents** for Sungard Availability Services)

- Established **Sungard's first Enterprise UX and Marketing Automation team** ($1.4 billion Company)

- **Have advised and consulted over a dozen Fortune 500's** and helped lead Product Organizations through, growth, funding and successful acquisition strategies.

- **Advisory Board member at Rutgers University** "Big Data" Certification Program

- **Led advisory board in Product Design** for NextDocs clinical trials software (resulting in $40 million acquisition)

- **Co-Owner of Tech Startup through growth phase** and assisted in funding and acquisition of Company ($12 million acquisition by Perficient Inc., Leading international software integrator.)

- **Established Enterprise Product Design and UX practice** in Philadelphia based software startup (Etech Solutions growth at acquisition valued at $24 Million in revenue)

- **Certified Usability & Experience Analyst** (CUA, CXA via Human Factors International)

- **Experience Design** for clients such as Honda, GlaxoSmithKline, Verisk, PP&L, McNeil/J&J, AIG, PubMatic, Aramark, , AmerisourceBergen, Lexmark, McKinsey & Co., Western Union, Bank Of America, The Pew Charitable Trusts, CertainTeed, Wawa, IMG, The Free Library of Philadelphia, and many others.

EXPERIENCE

Project Management Institute

Director of Digital Experience & Design | Newtown Square, PA. 2020/Present

Executive Director of Digital Research, and Enterprise Product Design, responsible for CX/UX and Digital Transformation initiatives. Responsible for the continuous refinement of product design strategy in order to drive customer growth.

- Established PMI's Enterprise Product Design teams, User Research Practice, Agile Product teams, and Data Analytics and User Experience methodologies.

- Responsible for a growing portfolio that includes all the digital properties, micro-sites, SaaS products, and eLearning solutions needed to support an organization with over 6 million members worldwide.

- Mentoring and Managing a team of Product Owners, Quantitative and Qualitative User Researchers, UX professionals, and Art Directors, and establishing Lean/Agile UX methodologies for Product Development.

PubMatic

Senior Director of User Experience | New York, NY. 2019/20

Senior Director of User Experience for Enterprise Product Management team. Established and managed PubMatic's first enterprise UX and Design team, providing strategic insight and design strategy to deliver solutions for Agile product delivery.

- Guiding user research and design, with a team of user experience professionals and product designers, to deliver a leading programmatic Demand Side (DSP) and Supply Side (SSP) media platform for programmatic advertising. (PubMatic: IPO 2021 for $380 Million)

Korn Ferry

Senior Director of User Experience Design & Strategy | Philadelphia, PA. 2017/19

Executive Director of UX Design Strategy, responsible for all of Korn Ferry's cloud based products portfolio including; user research, product design and customer experience. Responsible for managing executive business decision matrices to guide digital road map and product development.

- Established Korn Ferry's Global Enterprise UX Practice by recruiting and developing a team of User Experience Designers and mixed methods User Researchers, and leading Digital teams of Interaction Designers and Creative Directors.

- Responsible for delivering a digital portfolio of over a dozen major SaaS based and cloud solutions, which make up the core of Korn Ferry's Public B2B Product offerings, Korn Ferry Digital (13 million customers worldwide)

- Guiding senior leadership team by driving the development of an Agile and Lean/UX program model to manage global product development strategies, and operational models for researching, reporting, analysis and continuous improvement. ($90 million in revenue for products and digital services)

Sungard Availability Services

Director of User Experience & Product Marketing | King of Prussia, PA. 2012/17

Director of UX & Product Mktg. Practice for SunGard AS's Software team. Leadership role was responsible for defining processes for integration of Lean/UX methodologies into Agile software development framework. Responsible for product marketing and managing Marketing Automation teams with proven success in launching highly B2B software platform and lead-gen driven product websites. ($793 million in revenue)

- Successfully established SunGard's first multi-disciplinary User Experience practice, complete with User Research, Interaction Design, Digital Experience teams and usability lab.

- Providing Senior leadership on product and portfolio best practices, and mentoring, building and acquiring top industry talent to develop an in-house team of senior UX practitioners,

- Led design and development of Assurance Business Continuity and Resilience Platform, award winning customer facing enterprise software suite and industry leader. (Leader designation, Gartner Magic Quadrant for BC and Resilience tools - 2017/18).

- Established Product marketing practice, marketing automation team, and Account Based Marketing driven digital presence, increasing lead generation (40% increase in lead gen and product sales grew by $30 million through marketing automation).

Perficient Inc.

Director of User Experience | Philadelphia, PA. 2007/12

Director of User Experience practice and management lead for Perficient, a Microsoft National Systems Integrator serving clients in 30+ locations across North America. In this role oversaw all aspects of Art Direction, Experience Design Management, Product and User Research strategy, Team Leadership, and Client Relationship management for 40+ clients in Eastern region.

- Responsible for successful delivery of multiple projects with an estimated range of over 12 million dollars annually. Customer projects included; PP&L (Pennsylvania Power & Light), Comerica Bank, Owens Corning, Hershey's, Lexmark, Western Union, Honda, Virtua Health, Omnicell, Dainippon, Shire, Misys PLC, Brandywine Realty Trust among others.

E-Tech Solutions, Inc.

Agency Principal & Director of User Experience | Exton, PA. 2004/07

Executive leader and Director of User Experience practice, overseeing all aspects of Art Direction, Professional services, UX team development, and client relationship management. Responsible for establishing brand, on line presence and digital marketing channels, and responsible for all sales life cycle and promotional needs.

- Joined company as Executive Design Partner and developed multidisciplinary Product Design and UX Practice that managed over a dozen clients ($6 million in yearly revenue within 12 months.)

- Customer portfolio included; AmerisourceBergen, MBNA, Bank Of America, The Pew Charitable Trusts, GlaxoSmithKline, Aramark, Synthes, Wawa, Harleysville Insurance, IMG, The Free Library of Philadelphia, CertainTeed and many other clients.

CONSULTING AND ADVISORY

Verisk / Strategic Advisor, User Research and Product Design | New York, NY. 2021/22

Advised leading risk assessment firm on digital transformation strategy for key product lines. Led the ideation of a new digital product platform, focusing on product design, agile implementation and customer research strategy.

Relay Network / Strategic Advisor, Mobile Product Design | Radnor, PA. 2020/21

Advised B series funded Mobile technology firm on Mobile Experience and Design Strategy for a SIM's deployed direct marketing Channel driven by a powerful Customer Experience Platform ($60 million in revenue.)

NextDocs / Advisory Board member, UX & Product Design | Conshohocken, PA. 2013/14

Invited to Senior Advisory Board to guide User Experience and Strategic Road map, and led the strategic Product Design of their core Clinical Trials Platform. (Acquired $40 million by Aurea Software in 2015.)

McNeil Pharmaceutical - J&J Companies / Lead Product Designer | Ft. Washington, PA. 2003/04

Led Product Design Team for enterprise AI driven analytics and forecasting platform, largest custom software platform developed by the McNeil Global Marketing and Research team at that time.

Radian (Guaranty Inc.) / Lead Product Designer | Philadelphia, PA. 2002/03

Led Product Design for B2C cloud based insurance application platform, working closely with Stakeholder and Engineering teams, and facilitated development of Branding and Product Design for Product delivery teams.

AIG (American Intl. Group) / Lead Product Designer | New York, NY. 2001/02

Lead Designer on AIG's first generation trade credit application platform, some of the earliest cloud based customer facing applications that were utilized by the first digital trading customer base of wall street.

Global Crossing / Lead Product Designer | New York, NY. 2000/01

Lead Product Designer supporting digital portfolio for customer facing financial platforms. Led discovery and user research to define specifications for Branding, UX Design and UI Development for a web based products.

York Hunter / Art Director & Digital Marketing | New York, NY. 1999/2000

Art Director, responsible for brand architecture and the development of all print and digital media and York Hunter's corporate on line presence and its various subsidiaries. ($98 Million - 2000)

Dyansen & Merrill Chase Galleries / Art Director & Digital Marketing | New York, NY. 1997/99

Art Director, responsible for retail advertising, market research, multimedia design of over a dozen on line digital properties, including their corporate web presence at Art Renaissance, and their entire suite of retail stores.

EDUCATION & EXPERTISE   PATENTS, ASSOC. & AWARDS

Education & Certifications

Rutgers University, Mason-Gross School of the Arts
- Bachelor's Degree (BFA) 1996

Pratt Institute - Continuing Studies 1992-93

HFI (Human Factors Intl.) - Certifications Usability
Analyst & Certified Experience Analyst (CUA, CXA)

Publications

**The Big Data Initiative And What The White House Can
Learn From Lewis And Clark** - Forbes 4/2015

Was Steve Jobs Really Wrong About Television?
- Forbes Magazine 2/2015

**Crowd sourcing Our History: How The Wikipedia
Generation Will Change The World** - Forbes Magazine
2/,2014

**What Apple Versus Samsung Means For The Future Of
Innovation** - Forbes Magazine1/2014

**A is for Apple, B is for Browser: Educational Websites
That Satisfy Both Students and Teachers**
- UXPA Magazine 10/2005

**theAncientWeb, Educational Website: Feature article
on line -** Christian Science Monitor" & "Discovery
Magazine" - 2004

Association & Institutional Experience

**Art Editor, UPA (Usability Professionals Association
magazine:** Art Editor for the official publication of the
UPA, for four consecutive yearly terms - 2004

Rutgers U. "Big Data" Advisory Board Member: Invited
to join Advisory Board for Rutger's University's Big Data
Certification Program in 2011

Patents

**Incident Playbook Generated in Real-time from a
Disaster Recovery Plan:** Patent Pending #14086345

Plan Visualization for Business Continuity: Patent
Pending #6211759

Awards

SungardAs - Recipient of 5 Awards including; Impact,
Product Design, Innovation, Team of the Year, Patent
Award

Perficient, Inc. - Recipient of "WinWire" recognition five
times between 2008-2012 for helping acquire projects
worth over a quarter million dollars in yearly revenue
each.

AGFA: Awarded top interaction design award
(Associations of Graphic Communications) Ceremony
in June 2000.

York Hunter - Recipient of Employee of Year Award
in 2000 for developing on line brand presence and
marketing automation for one of NYC's largest
Construction Mgmt. firms.