

MIGUEL ROBLERO

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PROFESSIONAL SUMMARY

Design Strategy and Human-Centered Design executive with 20+ years leading design organizations, building design competencies, and developing high-performing multidisciplinary teams across Fortune 500 companies, federal agencies, healthcare organizations, higher education institutions, startups, and nonprofit organizations. Builds Design Operations practices — competency frameworks, governance models, onboarding programs, and playbooks — that raise organizational maturity, collaboration, and delivery quality.

Trusted advisor to executive leadership, translating organizational ambiguity into actionable strategy through Human-Centered Design, Design Thinking, systems thinking, qualitative research, and executive facilitation. Track record includes growing a UX team's capacity by 50%, driving a 19.79% e-commerce revenue increase, and supporting Dell's \$101B global business through enterprise design competency programs. Recognized for building inclusive design cultures and developing future leaders through coaching and mentorship.

KEY ACHIEVEMENTS

- **Grew UX team capacity 50%** at Subvrsive through strategic workforce planning, coaching, and performance management, while delivering enterprise digital products for Coca-Cola, Marvel, and Paramount.
- **Increased e-commerce revenue 19.79% and user engagement 40%** at Rush Enterprises through customer research and Human-Centered Design-led usability improvements.
- **Built the business case** with Dell's VP of Design that brought a multi-million-dollar software platform back in-house, improving governance and enterprise design capability.
- **Directed Dell's NorthStar Workshop Summit**, supporting a \$101B global business in partnership with corporate sponsors, VPs, and senior directors.
- **Built and scaled Dell's enterprise Design Education and Mentorship Program** and helped preserve a UX/UI Bootcamp valued at ~\$2.4M annually as Lead Instructor with UT Austin/2U.

CORE COMPETENCIES

Human-Centered Design • Design Strategy • Design Leadership • Design Operations • Design Culture • Design Governance • Competency Management • Competency Development • Practice Leadership • Organizational Development • Organizational Strategy • Organizational Design • Capability Assessments • Capability Building • Workforce Planning • Talent Acquisition • Employee Development • Employee Engagement • Performance Management • Leadership Development • Coaching & Mentorship • Career Frameworks • Knowledge Management • Design Playbooks • UX Playbooks • Governance Frameworks • Workshop Facilitation • Executive Facilitation • Stakeholder Engagement • User Research • Executive Interviews • Stakeholder Interviews • Partner Interviews • Employee Discovery Sessions • Service Design • Systems Thinking • Journey Mapping • Service Blueprinting • Change Management • Strategic Planning • Client Consulting • Cross-Functional Leadership

PROFESSIONAL EXPERIENCE

Subvrsive | Austin, TX

Director of User Experience

October 2023 – April 2024

Enterprise UX leadership for global consumer brands, run concurrently with independent consulting practice, Conexion Creative LLC (below)

- Directed a multidisciplinary UX organization delivering enterprise digital products for globally recognized brands including Coca-Cola, Marvel, and Paramount, building a collaborative design culture grounded in Human-Centered Design and operational excellence.
- Increased UX team capacity 50% through strategic workforce planning, recruiting, coaching, mentoring, performance management, and succession planning.
- Authored UX Operations playbooks, research standards, facilitation guides, onboarding documentation, and governance frameworks that standardized delivery and accelerated onboarding.

- Conducted executive, stakeholder, partner, and employee discovery interviews to identify capability gaps and inform strategic planning.
- Facilitated executive and Design Thinking workshops that aligned teams around customer needs, organizational priorities, and business outcomes.

Conexion Creative LLC | Austin, TX

Founder | Design Strategy & Human-Centered Design Consultant

October 2022 – Present

Independent advisory practice serving healthcare, government, higher education, nonprofit, retail, and technology clients

- Advise executive leaders on Design Strategy, Human-Centered Design, organizational transformation, service design, and customer experience.
- Lead organizational discovery — executive, stakeholder, partner, and employee interviews — to identify capability gaps, workforce needs, and strategic opportunities.
- Design and facilitate Human-Centered Design and systems-thinking workshops that align organizations around future-state operating models.
- Develop Design Operations playbooks, governance frameworks, and competency models that improve consistency, scalability, and delivery quality.
- Manage multiple concurrent engagements, including client relationships, staffing, project planning, budgets, and business development.

Dell Technologies | Round Rock, TX

Senior Product Design Enablement Practice Lead

September 2019 – September 2022

(Design Operations & Competency Development)

Enterprise-scale competency building for Dell's global Design organization

- Led Product Design Enablement and competency development initiatives supporting Dell's global Design organization and its \$101B business.
- Directed strategy, planning, and facilitation for the NorthStar Workshop Summit, partnering with corporate sponsors, VPs, and senior directors across Product Management, Engineering, and Research.
- Built and scaled Dell's enterprise Design Education and Mentorship Program, including competency frameworks, onboarding programs, and career development pathways.
- Partnered with the Vice President of Design to build the business case that brought a multi-million-dollar software platform back in-house, improving governance, knowledge management, and enterprise design capability.
- Served on Dell's enterprise OGSM initiative, aligning organizational strategy, workforce planning, and competency development with business objectives.
- Authored enterprise Design Operations and UX research playbooks, facilitation guides, and governance frameworks that standardized delivery across distributed global teams.

2U / Trilogy – The University of Texas at Austin

Lead Facilitator & Instructor

August 2018 – October 2022

Curriculum and workforce-readiness leadership for a top-ranked UX/UI Bootcamp

- Served as Lead Instructor for one of the nation's premier UX/UI Bootcamp programs, teaching Human-Centered Design, Design Thinking, Service Design, UX Strategy, and systems thinking.
- Partnered with university leadership on curriculum strategy and competency development, helping preserve a program valued at approximately \$2.4M annually.
- Mentored hundreds of UX professionals through coaching, portfolio reviews, career planning, and design critiques.
- Developed learning frameworks, facilitation playbooks, and competency-based learning experiences that improved consistency and learner outcomes.

Rush Enterprises | New Braunfels, TX

Lead Product Design & User Experience

August 2017 – September 2019

Hands-on product and revenue impact for the largest commercial truck dealership network in the U.S.

- Led Product Design and UX strategy for enterprise e-commerce and Service Center platforms for the largest commercial truck dealership network in the United States.
- Increased e-commerce revenue 19.79% and improved user engagement 40% through customer research and Human-Centered Design-led usability improvements.
- Directed multidisciplinary teams across Product, Engineering, Marketing, and Operations delivering digital transformation initiatives valued at approximately \$3M.
- Conducted executive, stakeholder, and user interviews, usability testing, and journey mapping to identify customer needs and operational improvements.
- Presented research findings and strategic roadmaps to executive leadership, translating organizational challenges into measurable business outcomes.

Business Integra – Job Corps | Washington, DC

Senior UX Designer

December 2016 – May 2017

Federal digital modernization for the national Job Corps ecosystem

- Led Human-Centered Design initiatives supporting modernization of the national Job Corps digital ecosystem, improving accessibility and usability across public-facing platforms.
- Partnered with federal executives, program leadership, and Product Managers to align user needs with digital transformation goals.
- Conducted executive, stakeholder, partner, and user interviews, usability testing, and heuristic evaluations to uncover service improvement opportunities.
- Produced personas, service blueprints, journey maps, and interactive prototypes supporting enterprise modernization efforts.

M2R Design

Founder | Design Strategy & Human-Centered Design Consultant

January 2001 – November 2016

15-year consultancy spanning Fortune 500, federal, healthcare, and nonprofit clients

- Founded and led a Human-Centered Design consultancy delivering Design Strategy, Service Design, and organizational transformation for Fortune 500 companies, federal agencies, healthcare organizations, universities, and nonprofits.
- Led organizational discovery through executive, stakeholder, partner, and employee interviews and facilitated executive strategy and Design Thinking workshops that aligned leadership around shared priorities.
- Authored Design Operations and UX research playbooks, governance frameworks, and competency models adopted across client organizations.
- Assessed organizational capabilities and developed mentorship, coaching, and capability-building strategies that strengthened client design teams.
- Managed multiple concurrent consulting engagements, including staffing, project planning, budgets, client relationships, and business development.

EDUCATION

The University of Texas at Austin – McCombs School of Business — Master of Science, Technology Commercialization | 2021

The University of Texas at San Antonio — Bachelor of Arts, Communications & Public Relations | 2014

TECHNICAL SKILLS

Human-Centered Design & Strategy

Human-Centered Design • Design Strategy • Service Design • Experience Design • UX Strategy • Design Thinking • Systems Thinking • Organizational Strategy • Organizational Design • Organizational Development • Design Operations • Design Governance • Workshop Design • Facilitation • Journey Mapping • Service Blueprinting • Information Architecture • Accessibility (WCAG)

Research & Discovery

Executive Interviews • Stakeholder Interviews • Partner Interviews • User Interviews • Employee Discovery Sessions • Qualitative Research • Contextual Inquiry • Usability Testing • Heuristic Evaluations • Research Synthesis • Insight Generation

Leadership & Competency Management

Practice Leadership • Competency Management • Competency Development • Capability Assessments • Capability Building • Workforce Planning • Talent Acquisition • Employee Development • Employee Engagement • Performance Management • Leadership Development • Coaching • Mentoring • Career Frameworks • Organizational Change Management • Governance • Knowledge Management • Cross-Functional Leadership • Executive Communication • Strategic Planning

Design & Collaboration Tools

Figma • UXPin • Miro • Adobe Creative Cloud • Microsoft Office Suite • Google Workspace • Autodesk Maya • Autodesk 3ds Max • Cinema 4D