Miguel Roblero

Director of Product Design & User Experience · Design Operations

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10+	$101B	+19.79%	+40%	+50%	1.95B
YEARS EXPERIENCE	DELL NORTHSTAR SCOPE	E-COMMERCE REVENUE	USER ENGAGEMENT	TEAM HEADCOUNT GROWN	CAMPAIGN IMPRESSIONS

PROFESSIONAL SUMMARY

Design leader and working practitioner. I build and scale design organizations — operating models, research practices, design systems, education programs — **and I still do the work**: research, journey maps, wireframes, prototypes and front-end-aware design. 10+ years across Fortune 500 enterprise (Dell, Rush Enterprises), agency (Subvrsive: Coca-Cola, Marvel, Paramount) and my own consultancies. Proven at setting North Star strategy, aligning C-suite stakeholders, and bridging Product Management, Design and Engineering. Equally effective as a Director leading a team, a Practice Lead owning design ops, or a senior individual contributor shipping product.

CORE COMPETENCIES

STRATEGY & LEADERSHIP

Team Leadership & Coaching, Hiring & Workforce Planning, C-Suite Stakeholder Management, NorthStar / OGSM Strategy, Strategic Workshop Facilitation, Budget & Resource Management

HANDS-ON CRAFT

UX Research & Usability Testing, Personas, Journeys & Service Blueprints, Wireframes & Interactive Prototypes, Design Systems & Tokens, WebAR / AR-VR Design, Figma, UXPin, HTML/CSS/JS

BUSINESS & OPERATIONS

DesignOps & ResearchOps, Centers of Excellence, Roles & Responsibilities Matrices, Curriculum & Mentorship Programs, Product Roadmapping, Go-to-Market & Digital Campaigns

PROFESSIONAL EXPERIENCE

● Leadership & strategy ● Hands-on execution

Founder | Product Leader & Design Strategy Consultant

Oct 2022 – Present

Conexion Creative LLC · Austin, TX

- Advise executive leaders on design strategy, human-centered design, service design and organizational transformation; run discovery interviews with executives, partners and employees to surface capability gaps.
- Develop Design Operations playbooks, governance frameworks and competency models; implemented project-management and workflow tooling that cut turnaround times and raised delivery efficiency.
- Own the full product lifecycle — requirements, roadmap, design, development, testing and release — and manage vendors, contracts, budgets and cross-functional teams.
- Hands-on personas, user journeys, research, S.W.O.T. and competitive analysis, and go-to-market strategy; design and launch sites, landing pages and conversion-optimized experiences.
- Run Google Ads, social and display campaigns end to end — targeting, ad copy, landing-page optimization and performance tracking — driving higher conversions and ROI.

Director of User Experience

Oct 2023 – Apr 2024

Subvrsive · Austin, TX

- Directed a UX team of designers, a researcher and a UX copywriter delivering AR, VR, web and mobile experiences for Coca-Cola, Fanta, Sprite, Marvel, NordicTrack and Paramount; **grew headcount 50%**.
- Built a Center of Excellence: research playbook, roles & responsibilities matrix, design standards, onboarding and governance, plus an AR/VR design system.
- Set UX strategy tied to business goals; managed UX budgets, resourcing and timelines; facilitated executive and Design Thinking workshops. Research initiative adopted into Coca-Cola's global playbook.
- Hands-on user research and usability testing, wireframes and interactive prototypes; set the standards for simple, usable, functional interfaces.
- Contributed to the Coca-Cola merchandise campaign that reached **1.95B global impressions** and ranked #1 in sales.

Senior Product Design Enablement Practice Lead

Sep 2019 – Sep 2022

Dell Technologies · Round Rock, TX

- Led strategy, planning and facilitation of the **NorthStar Workshop Summit** for all of Dell (~$101B business), partnering with Executive Sponsors, VPs and Senior Directors; member of the OGSM process-standardization and onboarding/culture teams.
- Designed and launched Dell's centralized design education and mentorship program (competency frameworks, career paths); trained 50+ leaders on research-driven decision making.
- Partnered with the VP of Design on the business case that brought a multi-million-dollar software platform back in-house; helped establish a research practice within a balanced-team (pods) model.
- Hands-on with designers, researchers, PMs and developers on the AI/ML and Supply Chain products — research, personas, flows, wireframes, hi-fi visuals, prototypes and usability testing. AI-driven design cut time-to-act on price recommendations **80%**.
- Led exploratory adoption and implementation of UXPin across the design team.

Lead Facilitator & Instructor

Aug 2018 – Oct 2022

2U / Trilogy – UT Austin UX/UI Bootcamp

- Consulted with university leadership on curriculum, program strategy and reporting, helping preserve a bootcamp worth ~$2.4M annually at UT alone.
- Taught human-centered design, design thinking, service design and UX strategy; mentored hundreds of designers through portfolio reviews, critiques and career planning.

Lead Product Design & User Experience

Aug 2017 – Sep 2019

Rush Enterprises · New Braunfels, TX

- Led the e-commerce and service-center software team (product managers, developers, designers) on ~$3M initiatives for the largest commercial-truck dealership network ($6B revenue); engaged the CTO, CFO and SVPs; built Design Operations functions and a research practice.
- Drove iteration of the e-commerce and service-center platforms: **+19.79% revenue, +40% engagement** via behavioral design, user research and usability testing.
- Designed and maintained the design system; produced wireframes, prototypes and final UI/UX; partnered with PMs on roadmap and feature prioritization.

Senior UX Designer

Dec 2016 – May 2017

Business Integra – Job Corps · Washington, DC

- Redesigned the national Job Corps website ecosystem: personas, service blueprints, journey maps, wireframes, interactive prototypes and a maintained design system.
- Partnered with federal executives, program leadership and PMs to align user needs, roadmap and feature priorities.

Founder | Design Strategy & Human-Centered Design Consultant

Jan 2001 – Nov 2016

M2R Design

- Founded and led a creative consultancy delivering design strategy, service design and rebranding for Fortune 500, federal, healthcare and higher-ed clients; managed agencies, vendors and freelancers and ran creative reviews.
- Authored design operations playbooks, governance frameworks and competency models; implemented project and workflow tooling that improved efficiency and turnaround.

EDUCATION

MS, Technology Commercialization

McCombs School of Business, University of Texas at Austin · 2021

BA, Communications & Public Relations

University of Texas at San Antonio · 2014

SKILLS & TOOLS

Figma · UXPin · HTML / CSS / JS · Design Systems · Design Thinking · Service Design · Usability Testing · Journey Mapping · WebAR / AR-VR · OGSM · DesignOps · ResearchOps · Google Ads