Alexander Lombardo

Product Design Leader

—

Contact

(646) 207-4522

alex@alexanderlombardo.com

linkedin.com/alexanderlombardo

—

Portfolio

alexanderlombardo.com

Product Design Leader with over 18 years of proven experience building digital experiences at an enterprise scale. I thrive in collaborative work environments while conceptualizing end-to-end digital experiences, managing creative teams, and working to enhance user and business expectations.

Leadership Experience

PricewaterhouseCoopers, Product Design Manager
2021 - PRESENT

Leading a global design team tasked with delivering innovative enhancements and comprehensive strategic initiatives to PwC's cloud-based SaAS data aggregator product named Analytics Foundation. A tool to leverage large volumes of raw data to help clients make data-driven business decisions.

- Created and maintained a reusable component, visualization, and capability library used to allow product teams to quickly and accurately bring products to market and confirm design consistency
- Identified user and internal systems pain points through interviews: system/user mapping: and various prototyping methods used to influence product roadmaps
- Managed relationships with core stakeholders and PwC business leaders to identify key business goals and align on product vision
- Created an enterprise design validation and acceptance process used to formalize collaboration: define design fidelities: enhance the development process: and confirm front-end codes met minimum accessibility requirements
- The first team in all PwC to successfully deploy products using a modular architecture system (MFE) used to assemble custom product packages to satisfy unique customer needs

Product Design Consultant
Wunderman Thompson, Pickup Studios, Fabric Agency, 2019 - 2021

Championed product teams tasked with implementing ideal user experiences utilizing research, strategy, and collaboration for optimal delivery outcomes.

- Managed the creation of 3 enterprise design systems
- Delivered global financial firm's research and strategy POC ahead of schedule and won approval for additional long-term POC engagement
- Scaled product teams, including design, development, strategy, and copywriting

Key Bank, SVP Enterprise Design Manager
2018 - 2019

Led retail and business product design teams to enhance Key Bank's customer-facing product offerings.

- Managed the launch of Key Bank's first enterprise design system
- Built a UX talent pipeline with local universities
- Attained high single-digit reduction in call center volume
- Drove highest "NPS" score in Key Bank history (2019)
- Realized +8.7% YOY digital active clients