

# Wai dela Cruz

UX & PRODUCT DESIGN DIRECTOR

## WORK EXPERIENCE

# Creative Director, UX & Product Design *at PwC*

In my most recent role as Product Design Director, I led ProEdge's end-to-end learning platform, accelerating design through systems and standards while launching AI-powered personalization to drive digital workforce transformation.

PRINCIPAL &  
CONSULTANT

LEAD UX/UI  
DESIGNER

LEAD UI/UX  
DESIGNER

EXPERIENCE  
DESIGN LEAD

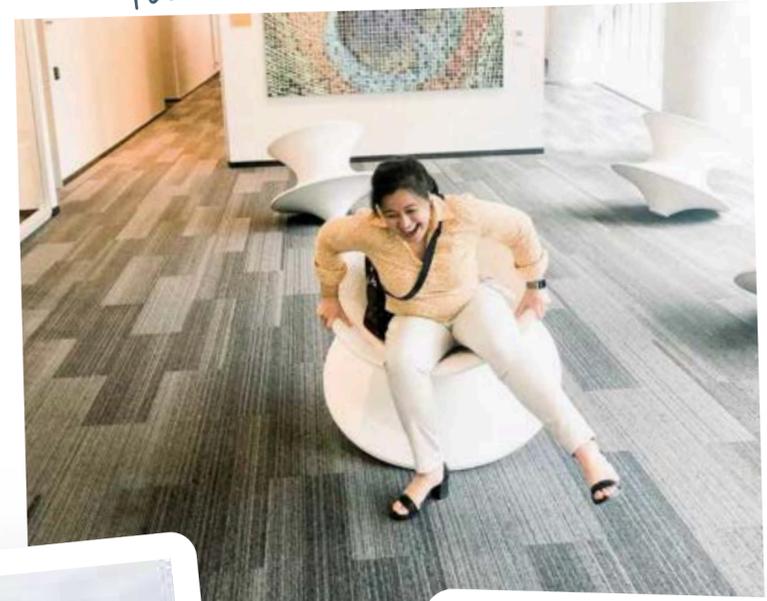
CREATIVE DIRECTOR,  
UX & PRODUCT DESIGN

???  
NEXT  
ROLE

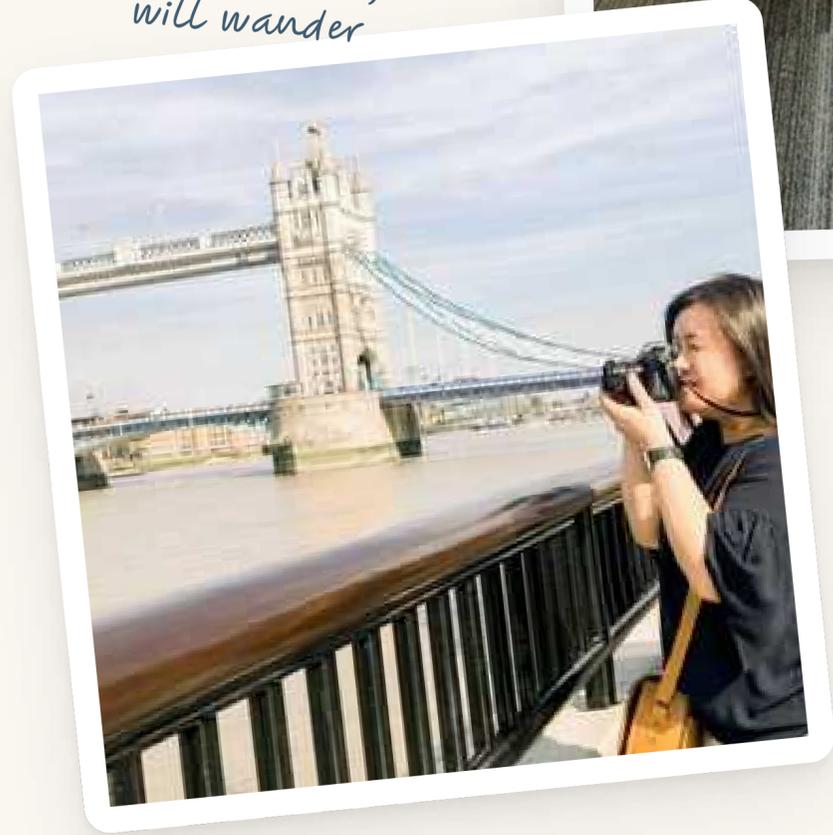
ABOUT

Design leader that blends empathy, strategy, and technology to create *meaningful experiences*.

*Playful by nature,  
focused by choice*



*Has a camera,  
will wander*



*Powered by passports  
and curiosity*



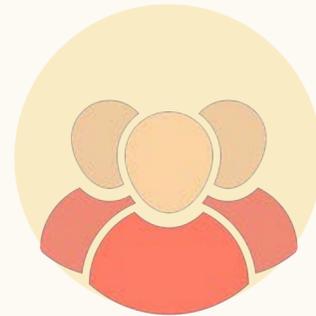
LEADERSHIP

# Innovation approach



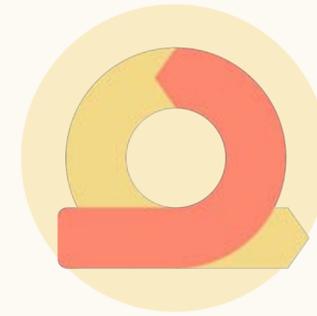
## KNOW THE MARKET

Stay close to trends and competitors to spot opportunities and keep products meaningfully differentiated.



## CHAMPION USER-CENTERED DESIGN

Build a culture of creative confidence grounded in empathy and real user needs.



## TEST, LEARN, REPEAT

Design collaboratively, validate with evidence, and iterate toward measurable impact.



## DESIGN FOR SCALE

Solve problems holistically using systems, patterns, and reusable components.

## LEADERSHIP

# Team management philosophy

### CLARITY BUILDS TRUST

Set the vision, remove blockers, then trust the team to deliver with ownership and confidence.

### DESIGN IS A TEAM SPORT

Great work happens when design, product, and engineering collaborate early and often.

### DATA PLUS EMPATHY

Use insights to guide decisions, but always lead with real human needs.

### MENTORSHIP THROUGH COMMUNICATION

Clear feedback, honest conversations, and support help teams grow and do their best work.

### ALWAYS EVOLVING

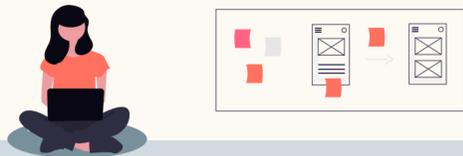
Leadership is a work in progress. I listen, adapt, and keep learning.

## CAREER JOURNEY

# A path shaped by growth

### 20+ YEARS

Scaling teams, platforms, and design systems while leading complex, enterprise-level work.



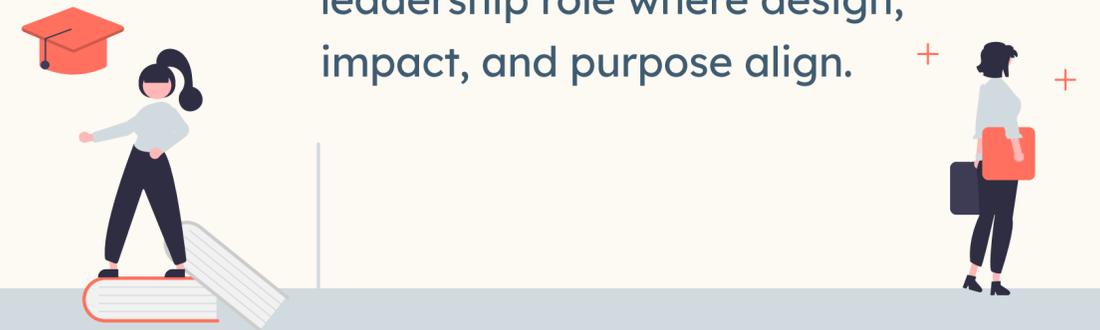
### 9 MONTH SABBATICAL

Nine months of travel and perspective-building that reshaped how I think about work and life.



### NOW & NEXT

Completing my MA and actively exploring the next leadership role where design, impact, and purpose align.



### CAREER PIVOT

Firm-wide layoff led to a pause point to reflect, reset priorities, and rethink what mattered most.

### MA DESIGN MANAGEMENT

Deepening strategy, systems thinking, and leadership through formal study and a capstone focused on adaptive technology.

GOAL

# My next role

Drive meaningful impact through strategic design leadership

Mentor and grow high-performing design teams

Work in an environment built on trust, autonomy, and shared success

Join a culture that values collaboration, not just execution

Be challenged creatively while continuing to learn and evolve

Be part of inclusive, diverse, and forward-thinking leadership

## FEATURED WORK

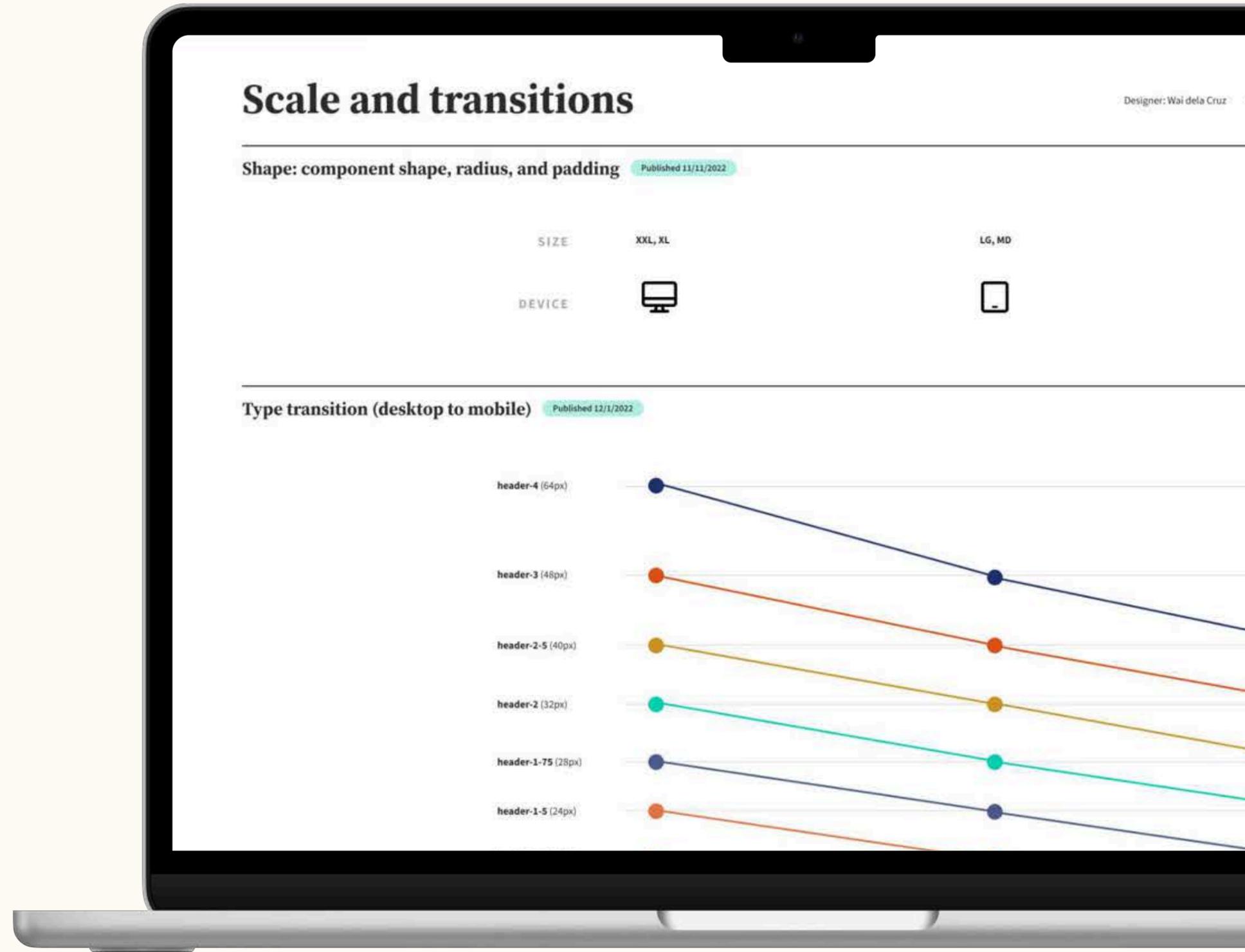
# ProEdge Design System

Creative Director, UX & Product Design, PwC  
JUL 2021 - DEC 2024

PwC's ProEdge enterprise learning platform suffered from fragmented experiences, inconsistent patterns, and inefficient handoffs across siloed teams. I led a design system transformation using UX audits, atomic design foundations, and governance to unify workflows. The outcome delivered measurable impact:

- 40–50% faster development cycles
- 30–40% faster design delivery
- 60–70% improved brand consistency
- 100% WCAG 2.1 AA compliance

[View case study](#)



## FEATURED PROJECT

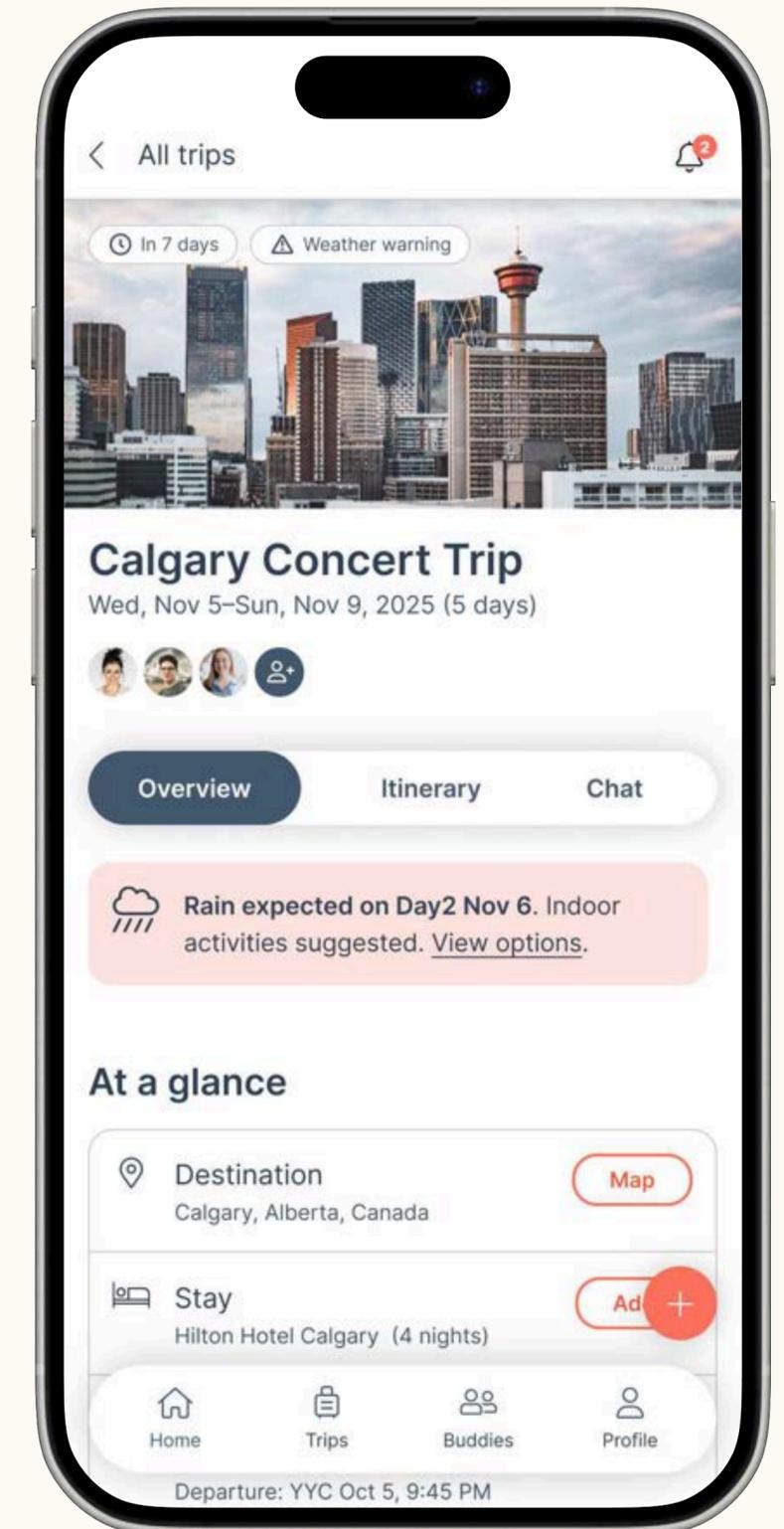
# TripBuddies

Personal project  
AUG 2025 - NOV 2025

Group and multigenerational travel planning is fragmented, stressful, and poorly supported by existing tools, especially when accessibility needs or disruptions arise. I led end-to-end research and design to explore an adaptive, AI-assisted planning system grounded in mixed-methods research and usability testing. Outcomes:

- Validated demand for adaptive intelligence
- Clear product differentiation
- High-fidelity, pilot-ready prototype

[View case study](#)



## FEATURED WORK

# Berkshire Hathaway HomeServices

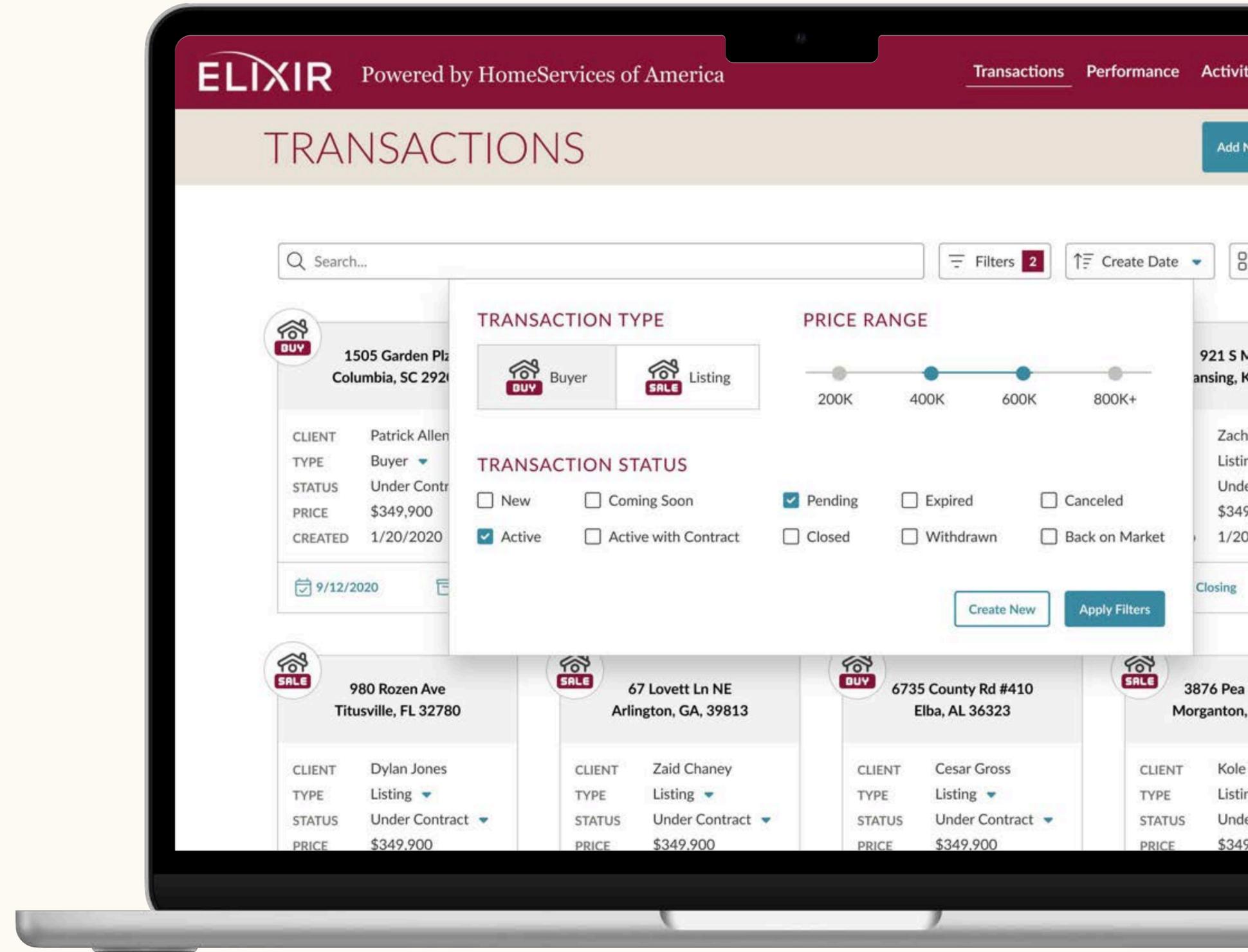
Experience Design Lead, Oracle

JUL 2019 - JUL 2021

HomeServices of America lacked a cohesive, user-centered digital platform, following cloud-first efforts that ignored workflow and UX needs. I led a Phase Zero, research-driven design engagement using workshops, competitive analysis, and prototype validation. The outcome delivered:

- \$35M total contract value
- Restored client trust
- Unified agent workflows
- Oracle named strategic partner

[View case study](#)



## FEATURED PROJECT

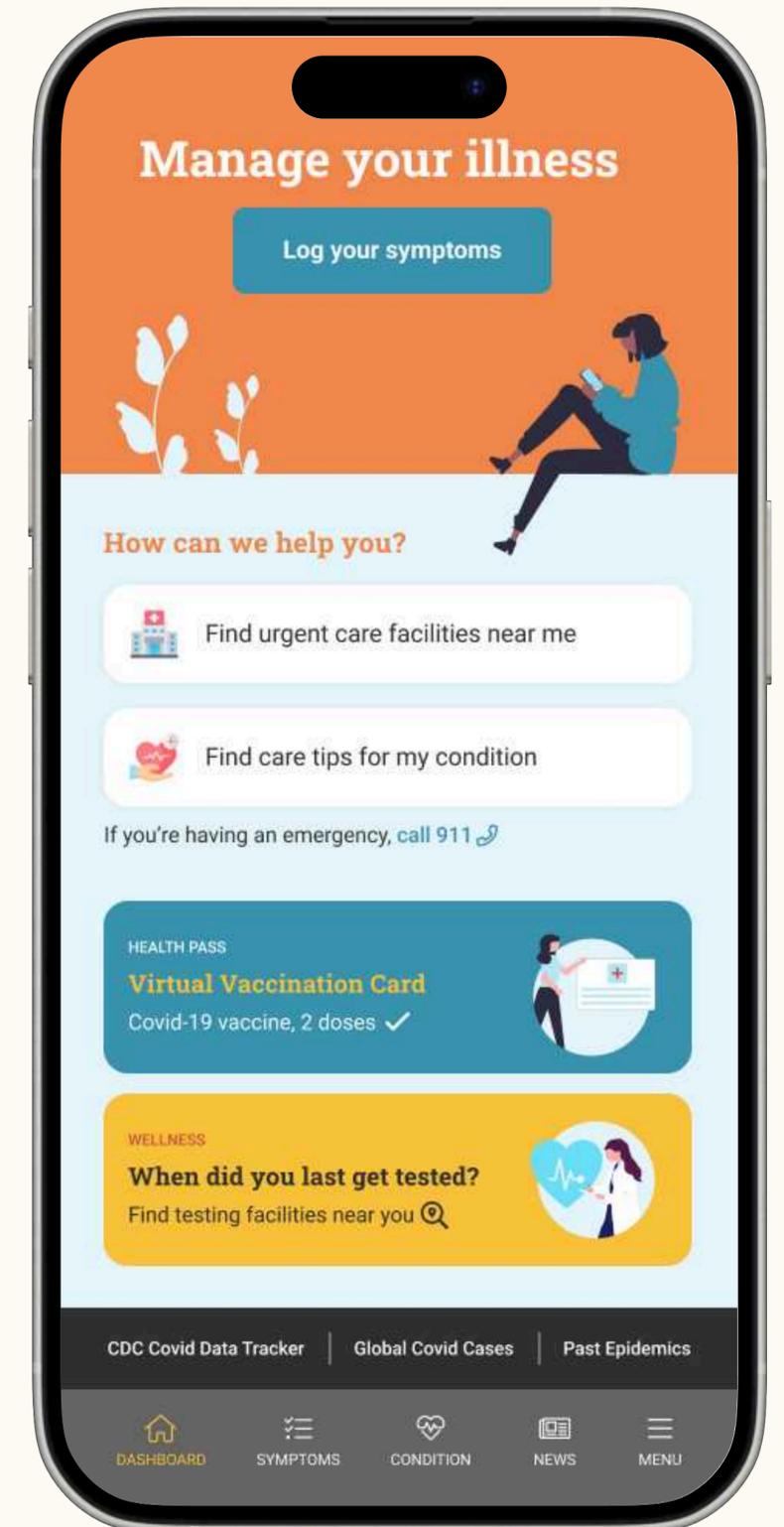
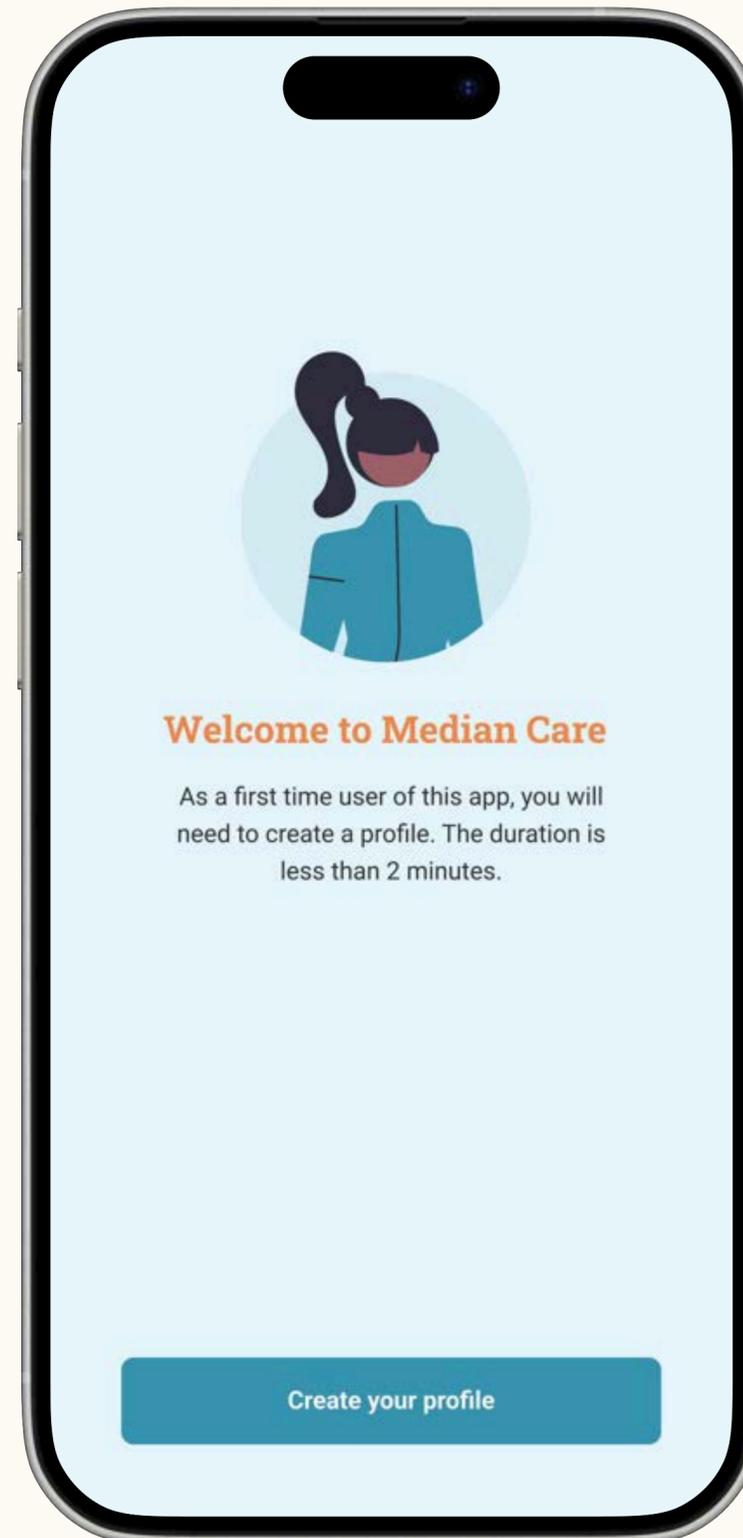
# Median Care

Personal project  
SEP 2021 - JUN 2022

Patients recovering from infectious diseases lacked tools to track symptoms, assess severity, or know when to seek care. As sole researcher and designer, I used the Double Diamond process, user research, and concept validation to design an at-home monitoring solution. Outcomes:

- Improved symptom understanding
- 100% task completion
- 80% urgent-care engagement
- Reduced anxiety in patient recovery

[View case study](#)



KIND WORDS

# Design leadership



Wai is a fantastic leader who has been pivotal in establishing and maturing the ProEdge product. Wai tackled inefficiencies and inconsistencies by launching the Design Acceleration initiative, which aligned with our goals of efficiency, consistency, and accessibility. Wai is great with people, she cares and is passionate about her work. She invested her time across different practice areas to gain consensus and manage change. This leadership reduced design to delivery turnaround time by accelerated product development, and ensured brand consistency across all user touchpoints. Wai's commitment to accessibility has made ProEdge inclusive and compliant with standards.

SHEREE K, PRACTICE LEAD, PWC

KIND WORDS

# Design leadership



Wai dela Cruz spent countless hours with the BHHS team understanding their requirements and taking them through her signature design workshops. The outcome of this massive Oracle collaboration was an agreement for a \$4.5M in NAC Consulting Services and \$3.9M for Apps Consulting, totaling \$35M in TCV.

AARON M, SVP, STRATEGIC SERVICES & PARTNERS, ORACLE

## KIND WORDS

# Design leadership



Wai is a leader. She is highly skilled in all that is UX and UI, she is strong, she is diligent. Gracious with her time, Wai was always willing to teach me what it takes to put the user first. Committed and creative, her designs are calculated and clear, her research helped identify problems, for which she always had solutions for. Experienced in Agile, Wai also played a mentoring role in our team's transition to Scrum, helping the team achieve maximum efficiency. Best of all, she is a spark-plug of energy and just a fun person to be around, I hope our paths will cross again soon.

JONATHAN B, SOFTWARE ENGINEER, J.D. POWER

# Thank you!

Have a role that feels like a good fit? I'd love to connect and hear more.