

Wai dela Cruz

Director of UX & Product Design

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UX and Product Design Director with senior-level expertise leading global teams to shape engaging digital experience and enterprise platforms. Oversaw a cloud-based workforce upskilling platform, cutting design turnaround by 50% and unlocking new revenue streams for Fortune 500 clients. Drove \$35M in new business through strategic design workshops and established a WCAG-compliant design system across portfolios.

EDUCATION

MA Design Management, SCAD
MFA Interactive Design, SCAD
UX & Customer-Centered Design Certificate, CSUF
BA Development Studies, DLSU

CERTIFICATIONS

Human-Centered Design
Gen AI for Design
Inclusive Mindset
Oracle Cloud Infrastructure

KEY ACHIEVEMENTS

Business Growth

\$35M in new revenue from strategic design workshops (Oracle)

Operational Efficiency

50% faster design delivery (PwC ProEdge)
50% efficiency improvement (Oracle)

User Impact

+80% vehicle search usability (J.D. Power)
+40% adoption growth (Oracle)
AI personalization for 100k enterprise users (PwC)

Team Leadership

10+ designers managed and mentored

WORK EXPERIENCE

PWC

July 2021 - December 2024

Creative Director, UX & Product Design (07/22 - 12/24)

- **Strategic design leadership:** Scaled PwC ProEdge, cutting design turnaround 50% and aligning cross-functional teams around a unified product roadmap
- **AI-driven product innovation:** Launched Growth Coach, delivering AI-driven learning for 100K+ users, boosting engagement and adoption metrics
- **Design systems & accessibility:** Engineered ProEdge Design System with full WCAG compliance, enabling scalable, cohesive enterprise experiences
- **Product vision & execution:** Defined end-to-end product vision and roadmap, aligning product, engineering, and business teams to deliver measurable impact

Creative Director, UX (07/21 - 07/22)

- **Client-facing design impact:** Led initiatives with Adobe, Blue Cross, UBS, and BNY Mellon, unlocking new revenue streams and delivering measurable results
- **Leadership & team enablement:** Mentored high-performing design teams, fostering shared systems adoption and improving consistency, efficiency, and quality

ORACLE

July 2019 - July 2022

Experience Design Lead, OCS

- Generated \$35M in new business by leading strategic design workshops using Sketch and Miro, reframing a real estate platform and aligning stakeholders around user-led value
- Led the Resume App from concept to launch, collaborating with product and engineering and using design-system tooling and A/B testing to redesign recruiting workflows, boosting staffing efficiency by 50%
- Delivered user-centered redesigns for highly regulated public sector systems, improving task efficiency 30% and accelerating adoption by 40%
- Earned Oracle's Transformation All-Star Award by delivering measurable business outcomes through user-centered design leadership and outcome-driven decision making

J.D. POWER

January 2018 - July 2019

Lead UI/UX Designer, Consumer Division

- Reimagined NADAGuides using mixed-methods research with Figma prototypes and Hotjar analytics, boosting usability by 80%, increasing satisfaction by 35%, and cutting bounce rates from 75% to 45%
- Partnered with engineering to redesign data-rich search flows using Figma and Miro, improving load speed by 30% and supporting a 50% increase in platform traffic
- Defined KPIs in Google Analytics and Hotjar that linked design decisions to outcomes, leading to higher user engagement, increased conversion rates, and sustained partner revenue across digital products

CHAPMAN UNIVERSITY

May 2016 - January 2018

Lead UX/UI Designer, Digital Marketing

- Modernized onboarding experiences using service design, usability testing, and Figma prototypes, cutting completion time by 40% and boosting admissions conversion
- Embedded human-centered design across a 50+ member organization, elevating collaboration and decision-making through shared methods
- Partnered with university leadership to align digital experiences with enrollment and growth goals, resulting in a unified experience roadmap adopted by key academic units

ADDITIONAL RELEVANT EXPERIENCES

Principal & UX Consultant, WaidelaCruz.com

April 2011 - May 2016

Senior Designer, Evolve Media

August 2002 - April 2011

CORE COMPETENCIES

Design Leadership & Product Strategy: Product Vision & Roadmapping, Zero-to-One Product Development, Design Systems Strategy & Governance, Cross-Functional Leadership, Executive & Client Influence, Design Operations & Scaling, Systems Thinking, Data-driven Mindset, Outcome-Driven Decision Making

UX Strategy, Research & Delivery: Enterprise UX Strategy, Large-Scale User Research & Synthesis, Service & Experience Design, Accessibility & WCAG Compliance, Human-Centered Design, Usability Testing & Validation, Regulated & Complex Systems Design

Technology, Data & AI Enablement: Figma, Sketch, Miro, Design System Tooling, Agile/Scrum Collaboration, Product Analytics (GA, Hotjar), A/B Testing & Optimization, AI-Powered Personalization, LLM-Enabled Experiences, Front-End Literacy (HTML/CSS)