

Matt Diamanti

Award-winning senior executive passionate about customer insights & experience

I have over 15 years of experience building first class & award winning user experience & research teams. My experience is deep with expertise in all disciplines of design & customer/user research methods while also being broad in multiple areas of business.

Core Competencies

- ▶ Selecting & hiring world class design & user research teams
- ▶ Understanding markets, customers & users
- ▶ Research methods
 - ▶ Contextual Inquiry
 - ▶ Personas
 - ▶ Customer Journey Mapping
 - ▶ NPS reporting & analysis
 - ▶ Web analytics
- ▶ Digital Design (Interaction, IA, Visual, UX)
- ▶ Presentation & communication skills
- ▶ Leading executives (VP, President, C Level) through strategy visioning exercises
- ▶ Process management & improvement
- ▶ Strategic & operational planning
- ▶ Financial acumen
- ▶ Management of virtual teams
- ▶ Mentoring & leading researchers & designers

2.2014 - current

Dir. of Product Management, User Experience (UX)

Modernizing Medicine - Reporting to SVP Product Development

- ▶ Asked to hire and operationalize a product design organization
 - ▶ Responsibility for product design & the full customer experience
1. Created governance for NPS & managing executive level reporting for it
 2. Responsible for deriving customer insights utilizing a variety of customer/user research methods
 3. Analysis of customer insights using methods such as customer journey mapping
 4. Envisioning improvements for the customer experience based on insights & prioritizing within a customer experience roadmap.
 5. Oversight & prioritization of the customer experience roadmap
 6. Leading visioning exercises for product & business strategy
 7. Hiring Designers & user researchers & providing them with mentoring & direction

5.2012 - 2.2014

Director of Product Portfolio Management

Mayo Clinic - Reported to VP of Portfolio & Product Management

- ▶ Asked to turn around a poor performing portfolio management office
 - ▶ Responsible for coordination & oversight of the annual strategic & operational planning processes of a 300 person department comprising 5 business lines
1. Invented our product strategy process & deliverables
 2. Built governance & process for annual planning (strategic & operational)
 3. Defined key business KPIs & implemented a dept. scorecard
 4. Mentored & led 8 product managers, 12 project managers, & 8 Business Analysts
 5. Invented our new product development process

10.2006 - 5.2012

Sr. Director of UX & Creative Services

Mayo Clinic - Reported to President, Global Business Solutions

- ▶ Responsible for building an in-house full service user experience agency covering user research, strategy & design for web, print, video, photography, illustration & exhibit design
 - ▶ Led & provided design services for product development, product innovation & marketing
 - ▶ Responsible for brand & user experience standards
 - ▶ Promoted in two years from sr. manager to director to sr. director
1. Supervised, analyzed, & synthesized 40 user research studies (customer journey mapping, personas, contextual inquiry, web analytics, surveys, focus groups, shadowing, ethnography)
 2. Devised our new product development, design, & user research processes
 3. Led the brand subcommittee focused on UX standards & ensured those standards were executed correctly
 4. Conducted executive level visioning & strategy sessions
 5. Collaborated with Marketing on marketing campaigns & strategy
 6. Designed & released 6 portals, 5 web sites, 20 books, 30 newsletters, & 4 mobile applications
 7. Hired, mentored & led a team of 22 research & design professionals

8.2005 - 10.2006

UX Design Team Lead

Corel

5.2004 - 8.2005

Senior UX Architect

Accenture

5.2001 - 5.2004

Product Manager, E-Learning

McDonald's

5.1998 - 5.2001

Senior Interaction Designer

UNext

Education

M.DES. Human-centered Design (May 2001)

Institute of Design, Illinois Institute of Technology, Chicago, IL

B.S. Psychology (May 1998)

Illinois Institute of Technology, Chicago, IL

Certification

Pragmatic Marketing Product Management

Senn Delaney Leadership

Franklin Covey Leadership

Recognition

7 Conference Presentations & Panels 2011- 2014

24 total awards from 2007 to 2013 (Aster, Telly, Webby, E-Healthcare Leadership & others)