

# WAI DELA CRUZ

UX & Product Design Director





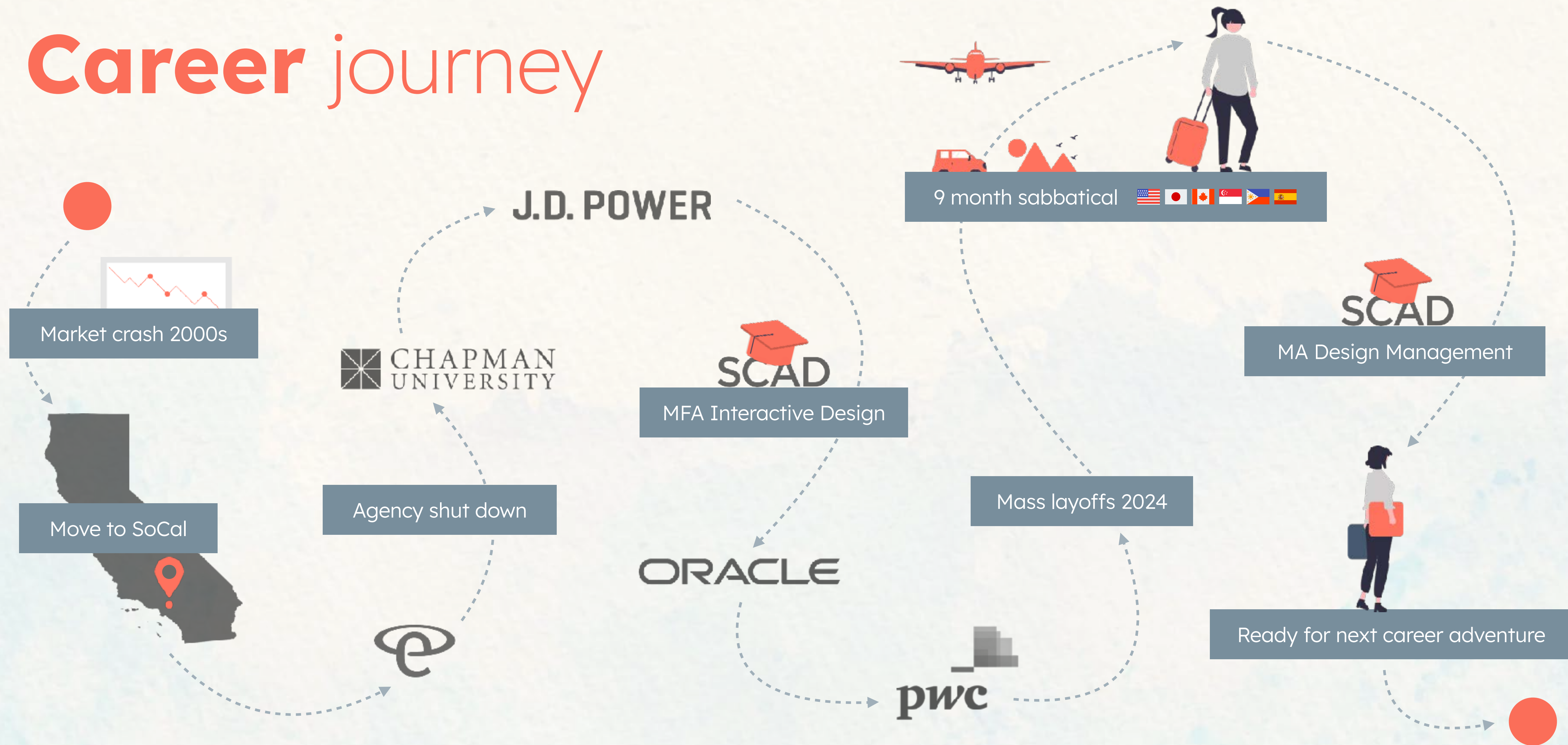
# Hello, I'm **Wai**

Design leader with 22 years in UX and 10 years in leadership, building scalable design systems and AI-powered experiences that deliver measurable revenue, adoption, and efficiency gains across Fortune 500 enterprises.





# Career journey





# My **innovation** approach



## **Understand industry & competitive landscape**

Preserve brand value through continuous product differentiation and stay up to date with trends in creating opportunities in the market space



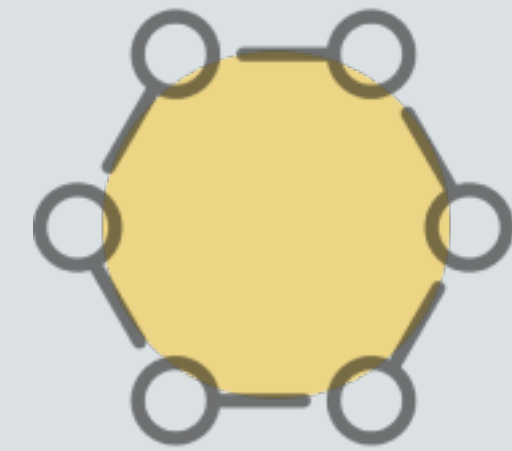
## **Uphold design culture that is focused on the user**

Foster creative confidence and instill the mindset of human-centeredness at both team and organizational level



## **Ideate, test, measure, repeat**

Maintain evidence-based design process that is collaborative, iterative, measurable, and results-driven



## **Advocate for systematic thinking & scalable design**

Promote holistic approach to problem solving and champion use of patterns and reusable components



# Team management philosophy

With 20+ years in design and nearly a decade in leadership, I've learned that great design comes from **empowered, strategic,** and **collaborative** teams. These principles guide how I lead:

## Clarity and trust drive great work

Set a clear vision, align on goals, and remove roadblocks, then trust the team to execute. Empowering designers with autonomy and accountability fosters confidence and high performance.

## Design is a team sport

Collaboration is at the heart of impactful design. I foster a culture where design, product, and engineering operate as equal partners, aligning early and iterating together.

## Data and empathy drive decisions

A gut feeling is a great starting point, but decisions should be backed by insights; whether it's user research, business impact, or behavioral analytics. And while data is critical, it should never replace human-centered thinking.

## Mentorship through clear communication

Great teams grow through support, feedback, and opportunity. I prioritize career development while leading with transparency, respect, and thoughtful communication to ensure everyone feels heard and valued.

## Keep evolving

Design is never done, and neither is leadership. I seek feedback, adapt to challenges, and continuously refine how I lead.



# What I'm **looking for** in my next role

Opportunities to drive **strategic impact** through design leadership

A culture that values **collaboration**, not just execution

A role where I can **mentor and grow** design teams

An environment that challenges me creatively and fosters **continuous learning**

A team that operates with **trust**, autonomy, and shared success

A leadership culture that is **inclusive, diverse, and forward-thinking**



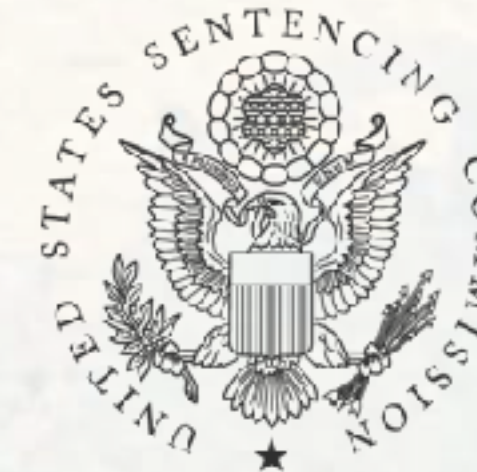
# Selected works





# Some **brands** I've worked on

ORACLE





## Selected works

# JDPower: Transforming NADAGuides

After acquiring NADAGuides, J.D. Power faced 75% bounce rates due to excessive ads. Our challenge: redesign the experience to improve engagement while maintaining revenue across our unified product.

**ROLE** UX Research, UX Design, UI Design, Design Leadership

**METHODS** Survey, LoFi Wireframe Creation, Prototyping, User Flow Design, HiFi Mockup Design, Task Analysis, Usability Testing, Data Synthesis, Design Pattern Standardization

**TOOLS** Adobe Analytics, Onsite Survey, Mural, Balsamiq, Sketch, Validately

**TEAM** UX Research and Design Teams, collaborating with Product, Engineering, and Audience Acquisition





# JDPower: Transforming NADAGuides



## CHALLENGES

**User frustration:** Overwhelming ads disrupted the experience.

**Revenue decline:** Increasing ad packages worsened bounce rates (up to 75%).

**Navigation issues:** 65% of surveyed users struggled to find basic car information.

## HIGH LEVEL APPROACH

**User research & testing:** Surveys (9,156 responses) and usability tests revealed key pain points.

**MVP/MDP strategy:** Immediate UX improvements while a full redesign was in development.

**Alternative revenue models:** Proposed reducing ad dependency and increasing user engagement.

## OUTCOMES

**Data-driven redesign:** Improved user flow without sacrificing revenue.

**KPIs tracked:** Time on task, success rate, and A/B testing results.

**Long-term impact:** Shifted focus from short-term ad revenue to sustainable user retention and brand loyalty.



# JDPower: Transforming NADAGuides

## Short term solution (MDP)

NADA GUIDES

Cars by Make ▾ Cars by Type ▾ Ratings & Reviews Car Research ▾

92626 | Log In


Home > Cars > Toyota > Prius > 2019 Toyota Prius Four

2019 Toyota Prius IV

CHANGE CAR PRINT COMPARE

PRICING PICTURES SPECIFICATIONS REVIEWS & RATINGS SAFETY CHECK AVAILABILITY

2019 PRIUS



\$299 MO. | 36 MOS.

\$2,999 DUE AT SIGNING


LEARN MORE

TOYOTA

Options shown

ADVERTISEMENT

2019 COROLLA



\$2,000 CASH BACK

LEARN MORE

ADVERTISEMENT

There are Subaru Foresters near you. [Check Availability](#)

HIGHEST QUALITY  
J.D. Power Award

\$26,205 - \$30,615

PRICE RANGE

54/50

COMBINED MPG

4.4

OVERALL RATING

Most Recent Price Range Paid

Lowest  
\$26,413

Highest  
\$28,969

Factory Invoice  
\$28,564

MSRP  
\$30,615

Free Dealer Price Quote

POPULAR ON NADAGUIDES

10 Most Popular Midsize SUVs...

Limit ads and consolidate placement to the right rail

Label ads appropriately, particularly ad modules that look like page content

Utilize small ads for mobile and place below the fold


NADA GUIDES

2019 Toyota Prius IV

CHANGE CAR PRINT COMPARE

PRICING PICTURES SPECIFICATIONS REVIEWS & RATINGS

2019 Toyota Prius IV



There are Subaru Foresters near you. [Check Availability](#)

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LEARN MORE

Most recent Price Range Paid

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Highest  
\$28,969

Factory Invoice  
\$28,564

MSRP  
\$30,615

Free Dealer Price Quote



# JDPower: Transforming NADAGuides

## Short term solution (MDP)

Destination Fee

+ \$200

Options

↔ Change

+ \$930

Trade-In

📊 Calculate

- \$100

Incentives

+ Change

Multiple incentives selected

- \$1000

Total Price

🔔 Create Price Change Alert

\$32,045

Estimated Monthly Payment

📊 Calculate

\$334/mo

Cost to Own

📊 Calculate Cost to Own by Year

5-Year Cost to Own is calculated from the total out of pocket expenses such as fuel, insurance and repairs, plus depreciation.🔗

OUT OF POCKET EXPENSES

\$24,923

WITHIN 5 YEARS

Flip Card to See Details↻

+

OTHER EXPENSES

\$19,333

WITHIN 5 YEARS

Flip Card to See Details↻

=

5 YEAR COST TO OWN

\$44,256

TOTAL

Flip Card to See Details↻

New 2019 Toyota Prius Near You

5 found2019 Toyota Prius listings within 50 miles of 92626.📍 Change ZIP

👍 SELECTED

2019 Toyota Prius Four

📍 19 miles away🕒 20 miles

👍 SELECTED

2019 Toyota Prius Four

📍 19 miles away🕒 20 miles

👎 SELECT

2019 Toyota Prius Four

📍 19 miles away🕒 20 miles

👎 SELECT

2019 Toyota Prius Four

📍 19 miles away🕒 20 miles

Autotrader

Check Availability

Clean up pricing data for clarity and readability

Begin testing performance of partner components

Base Price

\$30,615

Destination Fee

+ \$390

Options

↔ Change

+ \$930

Trade-In

📊 Calculate

- \$0

Incentives

+ Add

- \$0

Total Price

\$32,045

🔔 Create Price Change Alert

Estimated Monthly Payment

📊 Calculate

\$334/mo

Cost to Own

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New 2019 Toyota Prius Near You

5 found2018 Toyota Prius listings within 50 miles of your ZIP code.👁 View All➡

👍 SELECTED

2019 Toyota Prius Four

📍 19 miles away🕒 20 miles

👍 SELECTED

2019 Toyota Prius Four

📍 19 miles away🕒 20 miles

👎 SELECT

2019 Toyota Prius Four

📍 19 miles away🕒 20 miles

👎 SELECT

2019 Toyota Prius Four

📍 19 miles away🕒 20 miles

Autotrader

Check Availability



# JDPower: Transforming NADAGuides

## Long term design goal

NADA  
GUIDES

Cars by Make ▾

Cars by Type ▾

Ratings & Reviews

Car Research ▾


92626 | Log In

[Home](#) > [Toyota](#) > [Prius](#) > [2019 Prius V](#)

# 2019 Toyota Prius IV


[Change Car](#)

↑



↓

95



● ● ● ●

\$26,765

MSRP

52 MPG

CITY/HWY

Toyota has a surefire winner on its hands with the Prius. The small hybrid is deeply rooted in the company's sporting heritage, as is evident with even a passing glance. Quisque luctus in orci id blandit. Etiam quis nisl tortor. Nulla dapibus tellus a mi gravida malesuada. Integer finibus ante vel sem congue finibus bibendum et tortor. Nunc eget nisi molestie, dapibus felis vel, pellentesque elit. Curabitur id molestie lorem, placerat sodales ante.

Allow all car information to be found in one page

Move away from “search path” and allow pricing to be viewed in 1 click

Simplify pricing table for clarity and readability

Partner modules replace ad placements

Base price is seen above the fold

Save and Compare features are added to increase user engagement and loyalty



# JDPower: Transforming NADAGuides

## Key takeaways



### Communication

Communicate the value of UX and its impact to revenue to key partners



### Strategy

Plan short and long term strategies and consider incremental change

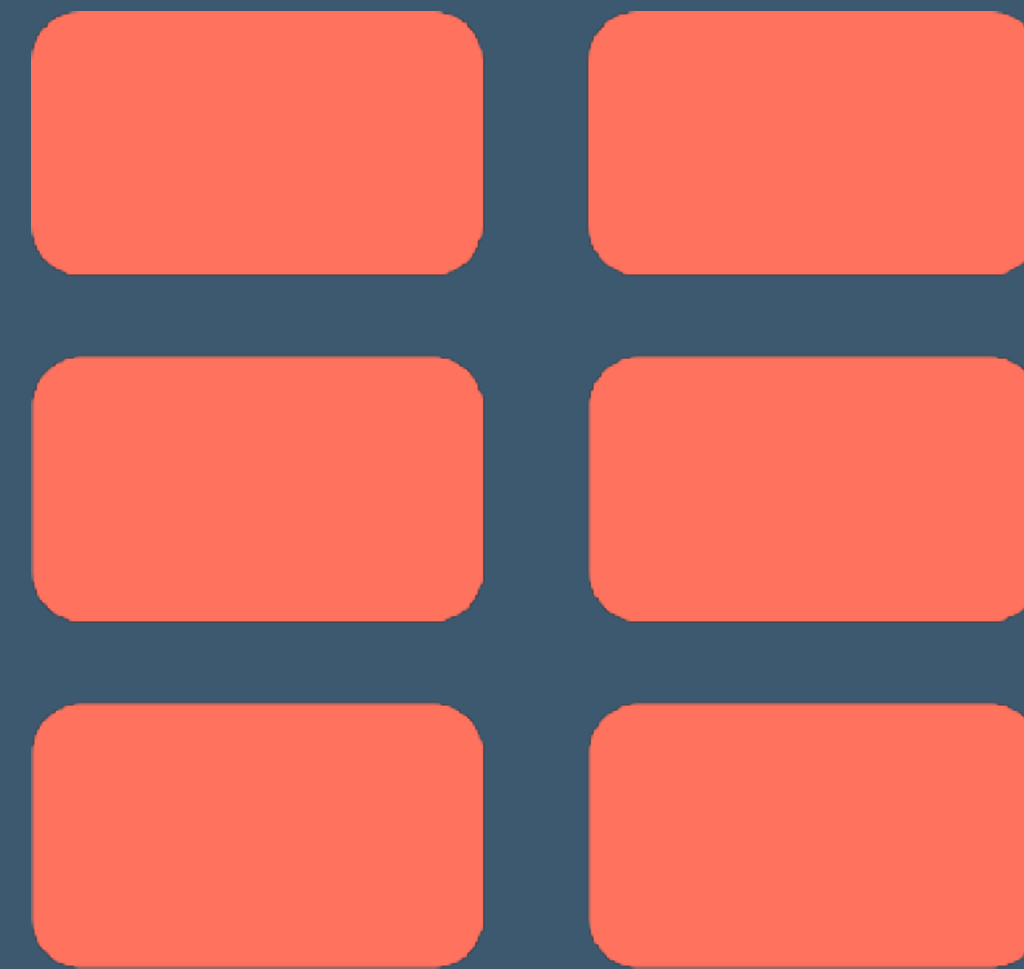


### Risks

Discuss risks with leadership and convey short term losses vs long term gains



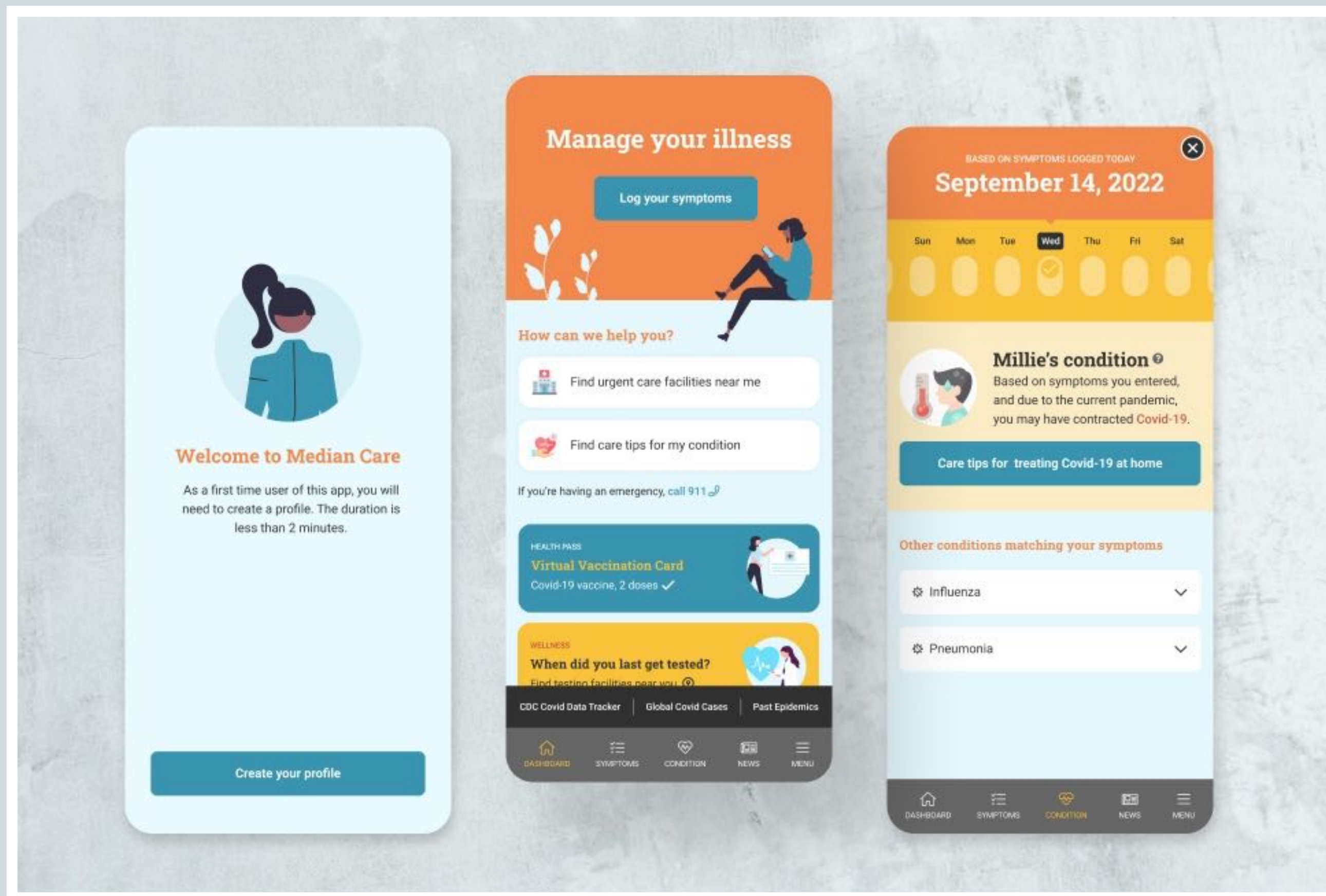
# Additional case studies





# Additional case studies

## Median Care



### HEALTHCARE

An at-Home self-monitoring tool  
for infectious disease symptoms

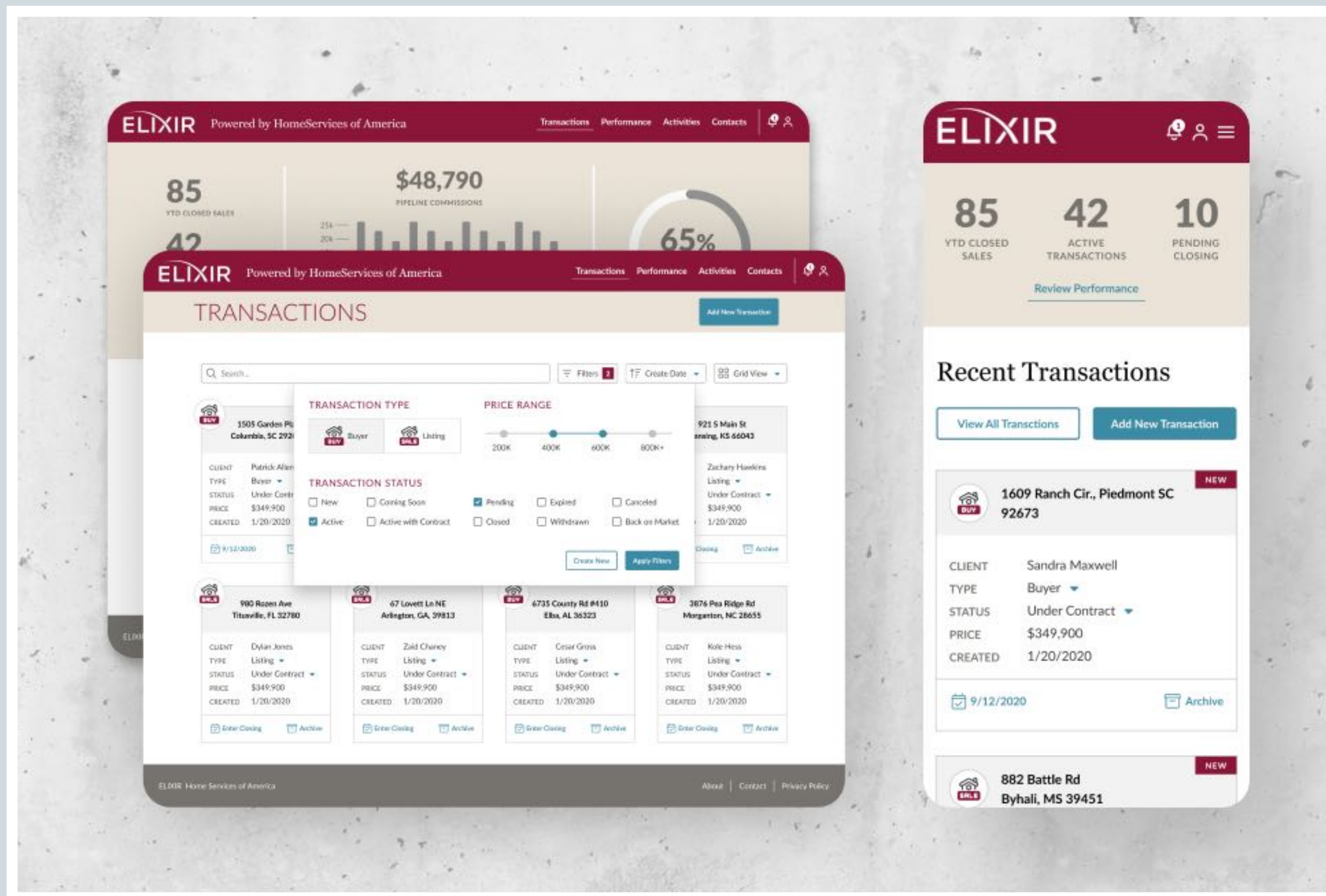
Visit Case Study





Additional case studies

# Berkshire Hathaway HomeServices



## REAL ESTATE

Elevating the agent experience with a seamless, consolidated platform

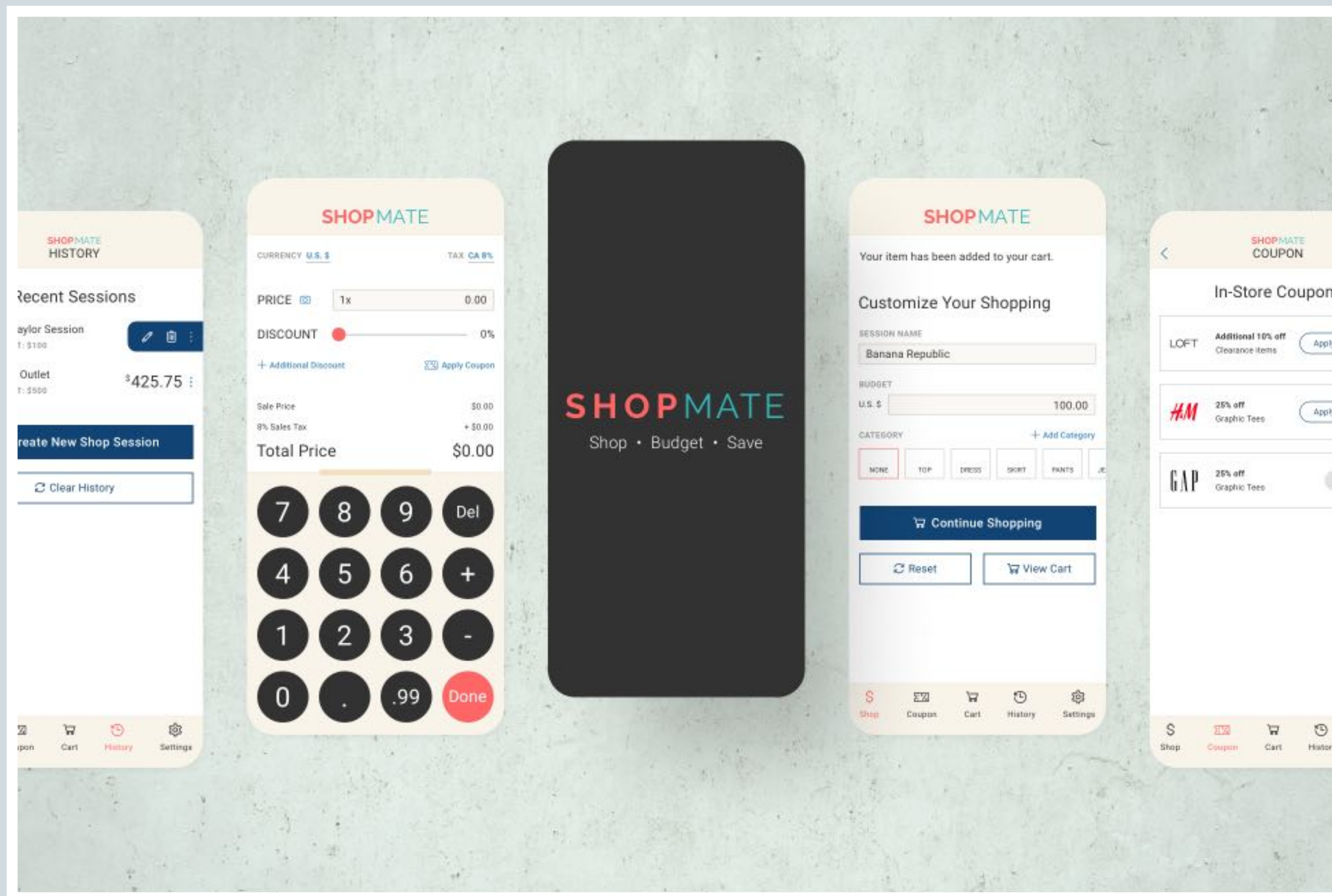
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# Additional case studies

# Shop Mate



## E-COMMERCE

Reinventing the in-store shopping experience

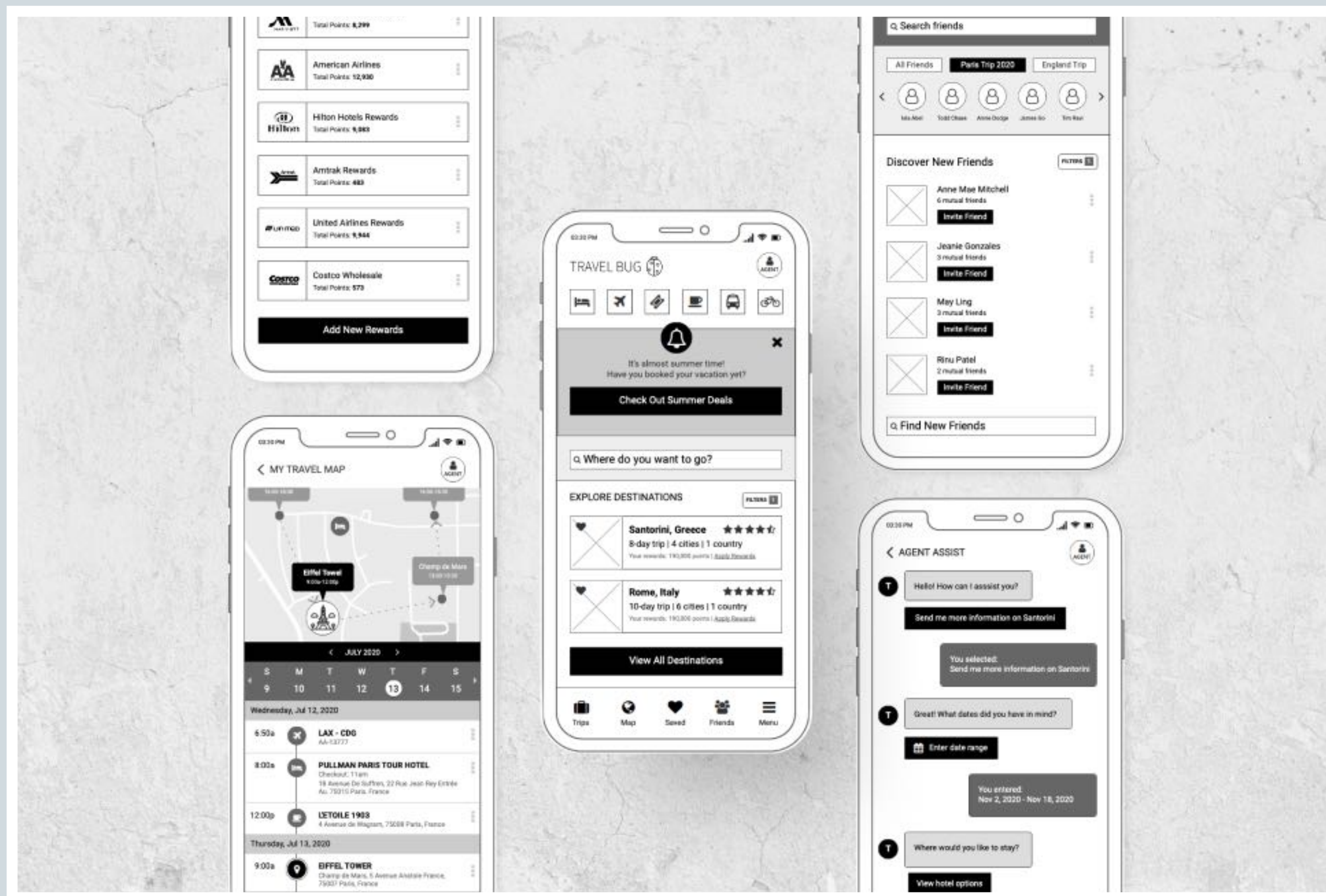
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# Additional case studies

# Travel Bug



## TRAVEL

Bridging digital travel convenience  
with human expertise

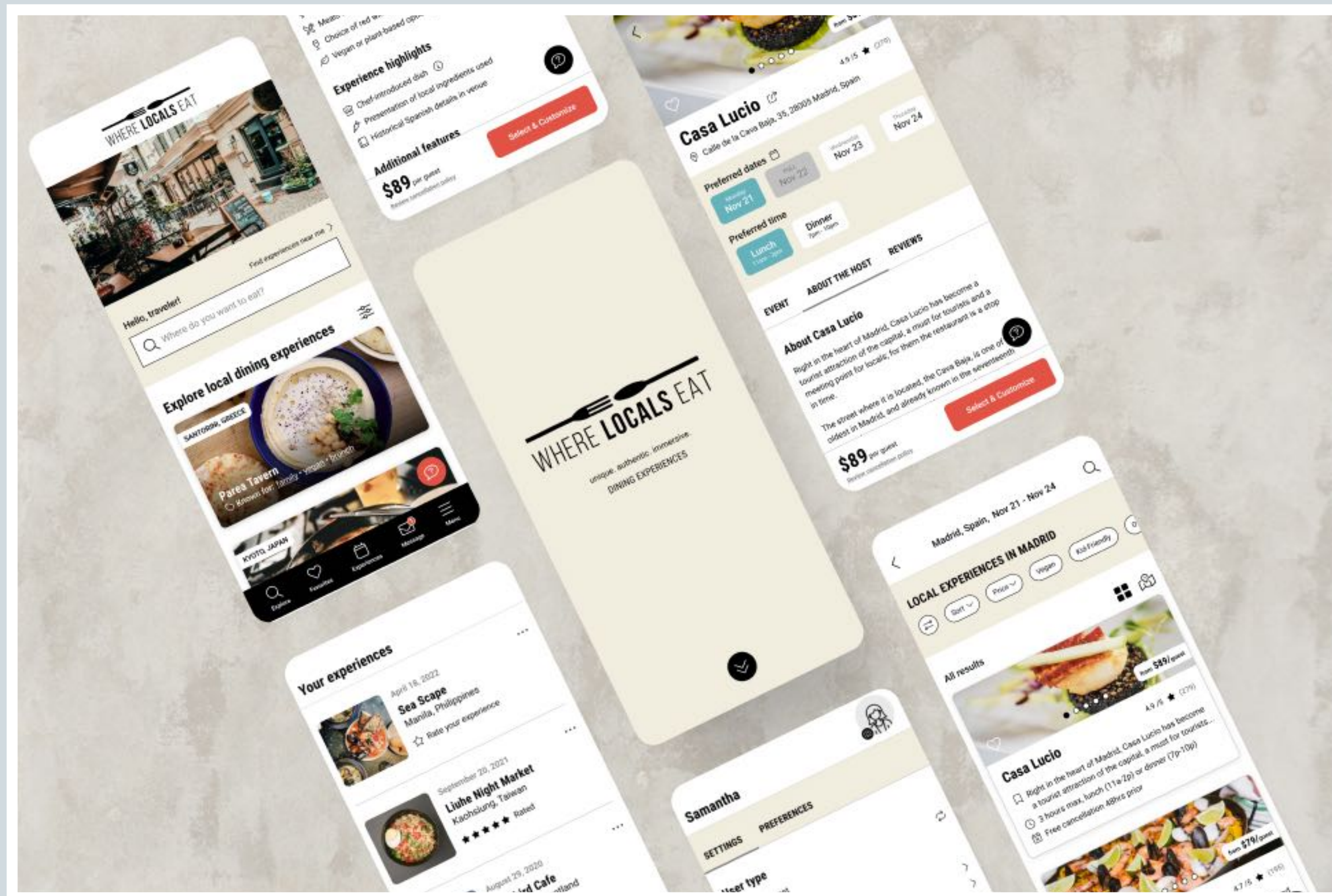
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# Additional case studies

## Where Locals Eat



### TRAVEL, E-COMMERCE

Innovation development for a new business entity exploring travel dining experiences

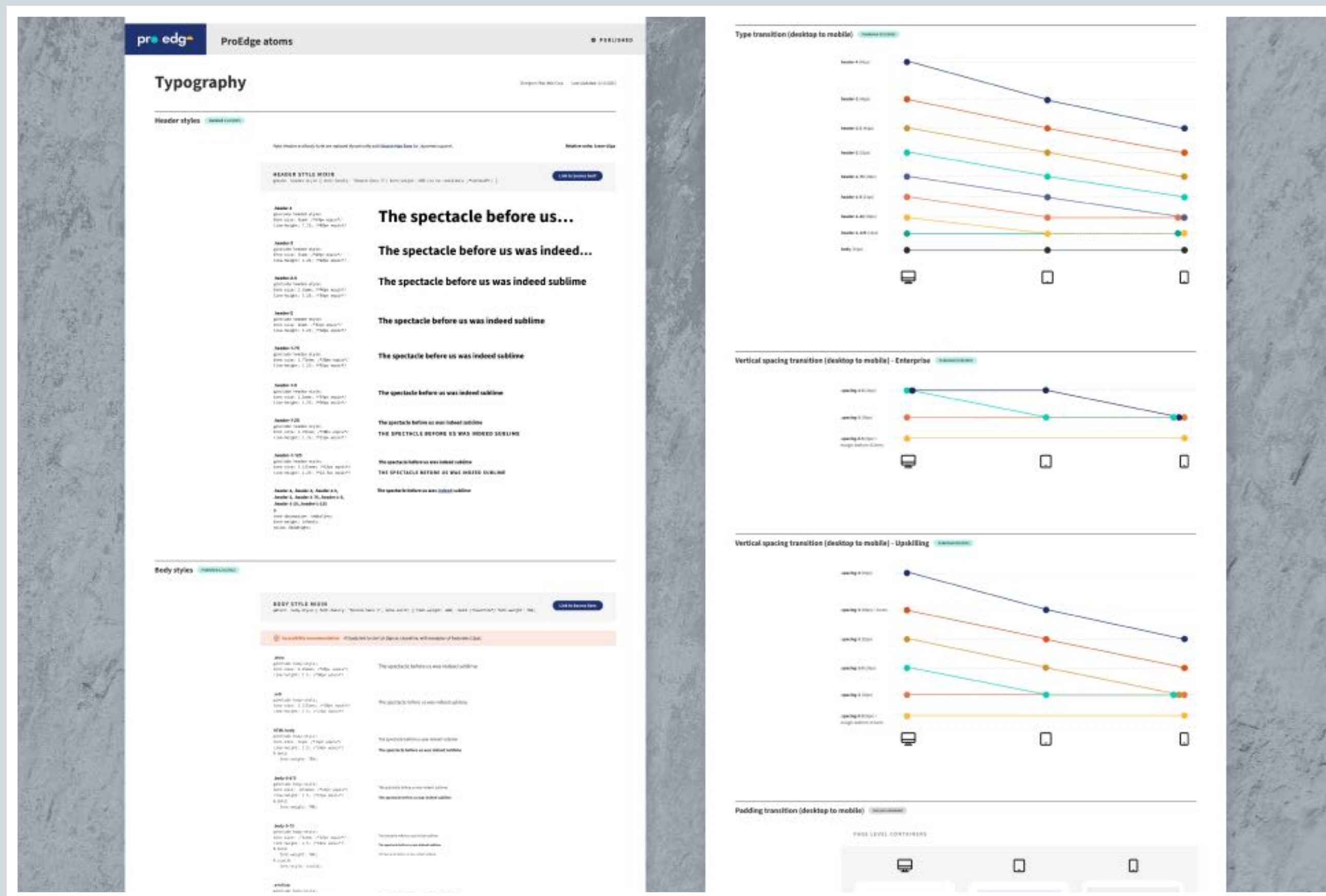
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# Additional case studies

# ProEdge Design System



EDUCATION, TECHNOLOGY

Transforming product  
development through design  
operations leadership

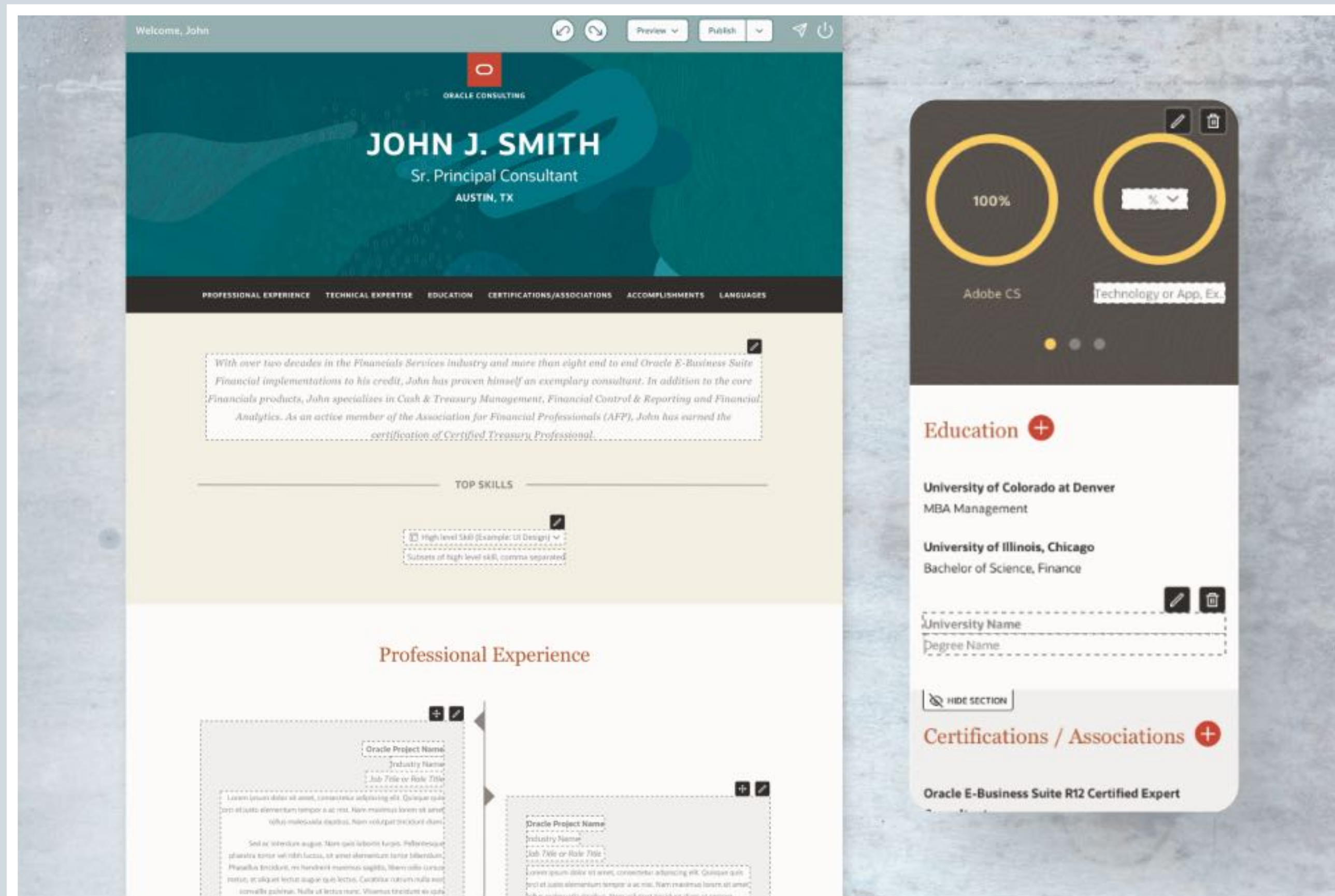
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# Additional case studies

# Resume App



SAAS, TECHNOLOGY

Zero-to-one product  
development for Oracle  
Consulting to boost consultant  
marketability

Visit Case Study





