

WAI DELA CRUZ

Director of UX & Product Design

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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.

EDUCATION & CERTIFICATIONS

Master of Fine Arts, Interactive Design & Master of Arts, Design Management, SCAD

Graduate Certificate, UX & Customer-Centered Design, CSU Fullerton

Bachelor of Arts, Development Studies, DLSU

Certifications: PwC Human-Centered Design • Generative AI for Business • Oracle Cloud Infrastructure • Inclusive Mindset

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 (PwC ProEdge)

Team Leadership

10+ designers managed and mentored

PROFESSIONAL EXPERIENCE

PwC | 2021-2024

Creative Director, UX, Products & Solutions / Experience Center

- Scaled ProEdge into flagship enterprise learning platform, cutting design turnaround by 50% across multiple product lines
- Drove AI-powered personalization for 100K+ learners, boosting adoption and engagement
- Established ProEdge Design System with full WCAG compliance, enabling consistency across 10+ design teams
- Partnered with Fortune 500 clients (Adobe, Blue Cross, UBS, BNY Mellon), unlocking new revenue streams through design-led strategy

Oracle | 2019-2021

Experience Design Lead, OCS

- Generated \$35M in new business through strategic design workshop for real estate engagement platform
- Increased public sector adoption by 40% and improved workflows 30% across three large-scale initiatives
- Improved staffing efficiency 50% through a user-centered application redesign
- Recognized with “Transformation All-Star” Award (2020) for measurable business impact

J.D. Power | 2018-2019

Lead UI/UX Designer, Consumer Division

- Boosted vehicle search usability 80% and cut bounce rates from 75% to 45% through mixed methods research and testing
- Increased customer satisfaction 35% while sustaining partner revenue streams
- Partnered with engineering to optimize data-rich search flows for scalability

Chapman University | 2016-2018

Lead UX/UI Designer

- Modernized student onboarding, reducing time by 40% and improving admissions conversion
- Embedded Design Thinking across 50+ member organization, building human-centered culture
- Collaborated with leadership to align digital experiences with enrollment goals

Earlier Career

WaidelaCruz.com, Principal & Consultant (2011-2016)

Founded and led design consultancy delivering interactive experiences for multiple long-term clients

Evolve Media, Senior Designer (2002-2011)

Led transition from Flash to HTML, improving accessibility across 200+ client portfolios including Citrix, Toshiba, and Siemens

Volunteer Experience

Flashes of Hope, Volunteer Photographer (2015-Present)

Brought empathy-driven work to community nonprofit services for terminally ill children and families

CORE COMPETENCIES

Leadership & Strategy: Product Conceptualization & Launch • Design System Development & Governance • Cross-Functional Team Leadership • Executive Stakeholder Management • Design Operations

Research & Design: Large-Scale UX Research & Strategy • Product Design & Development • Accessibility & WCAG Compliance • User-Centered Design • Design Thinking

Technical & Tools: Figma/Sketch/Miro • User Research & Usability Testing • A/B Testing & Conversion Optimization • Google Analytics/Hotjar • Agile/Scrum • HTML/CSS • Product Strategy & Roadmapping