

Faz Besharatian *Product Strategy & Design - Scalable Innovation - User Experience*
Leader, Strategic Thinker and Sometimes Instructor

Professional Experience:

Kaiser Permanente [Design Director, 2022-2025]

Partnered with product management and development teams to create exceptional customer experiences. Spearheaded **digital transformation initiatives** within the healthcare sector, driving equitable awareness and access to education and care for patients managing conditions. Led and mentored 3 teams of designers in a product model, fostering collaboration between product, design, and engineering groups as well as shared capability and other enterprise teams. Optimized product design from discovery to delivery, strengthened accessibility, and **empowered cross-functional decision-making**, with outcomes including:

- Successfully **increased active members** engaged with lifestyle or clinical data.
- Directed efforts to enhance **task adherence** with provider-initiated care plans.
- Strengthened **design foundation** by vision casting and developing user experience strategy.
- Advanced **maturity of the product model** by fostering a culture of self-guided discovery and providing coaching and access to resources, resulting increased release cycles.

Fannie Mae [Design Director, 2018-2022]

Drove innovation and supported the **transformation of the enterprise** by designing valuable experiences for customers, industry stakeholders and employees that improved business returns and **supported Fannie Mae's mission**. Created an inclusive, growing customer experience team focused on elevating the maturity of the practice and rapid expansion throughout the enterprise.

- Provided leadership and talent development to design and optimize business products that were integral to the housing industry, resulting in **billions in annual savings** and reduction of enterprise applications.
- Influenced strategy for digitization in the Multifamily business – **establishing innovation work streams** to explore along with customers – lowering the burden for both borrowers and lenders in the process.
- Successfully launching **persona-based homebuying experiences** that serves various stakeholder groups: Buyers, Real Estate Professionals, Investors, Community Orgs, and Fannie Mae Admins.
- Effectively led key efforts to advance company promise and improve capabilities for **reaching both customers and consumers where they were**. e.g. mobile apps offering flexibility, shared awareness for greater equity, etc.

Fjord (Accenture Federal) [Interaction Design Lead, 2016-2018]

Led design teams into breakthrough solutions that solve some of the toughest challenges in **service and experience design**. Inspired innovative approaches to design, using creative facilitation techniques and leading client engagements which resulted:

- **Successful transformation** efforts with 2 federal agencies.
- Supported 6 **government agencies/entities** with reaching their high value objectives.
- Used thought leadership and concept development in **winning contracts**.
- Trained 46 government staff on design thinking methods and mindsets.

General Assembly [User Experience Instructor, 2014-2016]

Instructed 10-week, full-time course that turned career-changers into UX designers, product designers, researchers, and empathists. Students have been hired by companies of all sizes, from startups to Fortune 500. Educated the new User Experience designers via:

- 4200+ hours of instruction, 64 guest speakers, 25+ studio tours, resulting **140+ new designers** hitting the market.
- **51 client engagements** secured to provide real world experience — a \$13,000-24,000 value for each client.
- **Developed curriculum** and additional workshops reaching the wider community.

Welocalize [Sr Product Manager, 2011]

Lead the modernization efforts of a translation/localization company by digitizing the work process with the launch of their 1st centralized **work management platform**. Reimagined the workflow of translation staff gaining **efficiencies and lowering cost**. Drove strategy & provided user experience oversight for next-generation of localization products.

AARP [Design Director, 2007-2011]

Guided the digital strategy and user experience for the 40 million member organization. Managed the expansion of the user experience design team and collaborated with product, development and editorial teams towards enhancing the AARP's online engagement with its members. Transformed the AARP's online presence by:

- Creating an **award-winning web experience** and delivering an **online community** leading to a more engaged and loyal membership.
- Spearheaded **mobile strategy**, 1st mobile app and iPad experiences as new channels.
- **Increasing the traffic** by 10M PVs in 6 months.

For additional professional profile, please visit <http://www.linkedin.com/in/fazthepersian>.

Educational Experience:

Yale School of Management,

New Haven, CT

Certificate, Business Perspectives for Creative Leaders

University of Maryland,

College Park, MD

Bachelor of Arts in

Graphic / Advertising Design

Key Skills:

Collaborates with other disciplines to define the vision, strategy and requirements for business, a product or service.

Expert in facilitating workshops with stakeholders, partners, executives in identifying, addressing and solving complex business problems, and information design by providing multiple viable solutions.

Focused on data informed decisions that lead to improved business model and measurable impact.

Expert in user-centered design methods — conducting generative and evaluative research throughout the product lifecycle, incorporating data from multiple sources into decision making.

Seasoned collaborator in product development process from Lean to Agile — working with business owners and technology leads.

Champion of system thinking and modular design — able to develop and evolve design systems.

Expert at developing curriculum and facilitate learning for professional workforce using problem solving frameworks and design thinking.

Leader of successful design strategies that drive impact, by guiding design teams in creation of deliverables and execution within the project, program or product cycle.

Learning Experience

Professional Experience

Design Strategy and Leadership
Brand, Identity and Marketing
Graphic Design
User Experience
Information Architecture
Service Design

Skills Area

