

ANDRÉS GARCÍA

YOU CAN CALL ME ANDY

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[Portfolio'](#)

WHO I AM

I help humans understand other humans.

I help them see others' problems through their eyes with **research**. I help them understand how they can solve them with **strategy**. I help them build the best solutions in order to do so with **design**. And I help them build **repeatable systems and processes** to do it more than once.

The additive sum sharpens their competitive advantage and enables them to deliver more—and more meaningful—value to the humans they're in service of. With over 15 years of experience acting as an internal leader and change agent, I've guided some of the world's largest, and most impactful, organizations toward meaningful action to create lasting value for the world.

I leverage the best in emotional intelligence, ethnographic research, design-thinking, behavioral psychology, and business strategy to inspire, align, and guide crossfunctional teams toward the translation of customer and business needs into elegant and impactful solutions. My solid stance is that building great products & services begins with enabling a culture that supports innovation—meaning empowered individuals, the safety to be wrong, and, of course, plenty of whiteboarding sessions to think out loud.

I believe empathy and good strategy can save the world.

CURRENTLY

Head of Experience

Sagent Lending | Fintech

Contract/Consultant Role | Since March 2023

Building internal Center of Excellence (COE) for product and service design, experience research, and future horizon-focused strategy teams from scratch. Sole member to team of 12.

Mentoring product management function with enabling techniques/methods for best practice from a product discovery, strategy, and operational perspective.

Implementing an applied innovation (horizons) team and system to ensure proper discovery and validation tracks happen according to rigor required by compliance, legal, and industry research teams.

Acting as point for redesign of net-new (0-1 innovation) platform that will shape the company's future strategy according to best practices, industry norms, and logical data / information architecture perspectives.

Working with Sr Leadership on go-to-market / commercialization, value proposition, and market segmentation based on existing and potential new customer base.

Building out net-new Design System function and scaling to a robust system adopted by all net-new product/platform teams, as well as teams seeking to modernize their front ends in the coming years (headless React based).

COMPETENCIES

- Applied Innovation
- Product Strategy
- Experience Design
- Digital Transformation
- Product Visioning
- Design Thinking
- Applied Research
- Competitive Strategy
- General Management
- Service Strategy
- Organizational Design
- Process Optimization
- Methodology Creation
- Market / Customer Research
- Design Direction
- Service Design
- Customer Experience
- Employee Experience
- Go-to-Market Strategy

VERTICAL EXPERIENCE

- FinTech
- HealthTech
- EdTech
- InsurTech
- TelCo
- AdTech
- Retail / POS
- Technology / Hardware
- Development / Real Estate

ENVIRONMENTS

- Enterprise/SaaS
- Product
- Distributed
- Consultancy
- Agency
- Independent

MY EXPERIENCE

MY EXPERIENCE

PREVIOUSLY

VP, Experience Design and Research

Olive, AI | HealthTech

Full Time Role | 21 Months

Leading centralized organization of design, research, and strategy professionals that services all line of business and assists throughout every stage of the innovation and software lifecycle.

Acting as voice of the customer with sales and account teams in applied innovation techniques for ensuring ongoing success across customer value stream.

Acting as internal most-senior thought leader on product, innovation, research, and design practices in order to educate and evangelize practice maturity to ICs and leaders of cross-functional teams.

Global Head of Experience & Innovation

2U | EdTech

Full Time Role | 23 Months

Leading cross-functional team of product managers, designers, and researchers in continual improvement and innovation of existing service and product offerings to increase value creation and delivery to students, partners, faculty, and internal employees.

Act as internal consultant-facilitator on merger and acquisition (M&A) work between 2U, Inc's degree business, and its acquisitions.

VP of Design & Strategy / Interim GM AMER/LATAM

Tigerspike / Concentrix Interactive | Various | 19 Months

Director - Design, Strategy, & Technology*

Serve America Movement (Now Forward Party) | Political | 8 Months

Sr Director, Enterprise Design*

Charter Communications / Spectrum | TelCo/AdTech | 9 Months

Director of Design & Product*

Newmedia Denver | Various | 8 Months

Experience Lead, New Ventures / Innovation*

Integer Group/TBWA | Various | 1 Year

Innovation Team Lead, (Aetna Digital)*

Aetna | InsurTech / HealthTech | 4 Months

Head of Design & Technology*

Winter Group | EdTech | 7 Months

**delineates extended contract/consultant role*

Startup Mentor

NewChip Accelerator | Currently 2 Fintech, 1 Health/Fitness Startups

Individual Mentor/Coach

NYC UXPA, Springboard, 2U Boot Camps, Product Lab, Mixed Methods

University of Colorado Boulder

BA Design; BA Film; MS ICTD

NOTABLE CLIENTS

2U Education

Aetna

Amazon (AWS)

AmFam Insurance

Apple

AT&T / DirecTV

AutoZone

BFGoodrich

Charter / Spectrum

Cisco

Coca Cola

College Board

Comcast

Concentrix

Dish Network

Disney

Earnst & Young

Emirates Airlines

HP Computing

HSBC

IBM

LG

Jagermeister

Jefferies Financial Group

Kaiser Permanente

Liberty Mutual

Macy's

Magellan Health

Michelin

Microsoft

MolsonMillerCoors

Olive, AI

Papa John's

Pearson Education

Pepsi

Pfizer

RMB Capital

Sagent Lending

Samsung

Sprint

Starbucks

Starr Aviation

Synnex

T-Mobile

UN World Food Programme

Verizon

EXTRACURRICULARS

EDUCATION