

James Jacob

Experience Strategy Consultant | Human-Centered Design | Enterprise Consulting

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SUMMARY

Most enterprise organizations I work with generate more data than they act on. Data exists, but **decisions stall because people agree on the deadline, not the problem**. I identify where complexity blocks a decision and make it visible before teams commit to a direction, bringing human-centered design into the conversation earlier than expected.

Over 15 years, from banking through e-commerce analytics to enterprise consulting, I have turned complex data into insight executives can act on. At C5i I moved through three phases: doing the translation myself, leading and mentoring a 12-person UX team that does it at scale, and now operating as a consultant brought in early to shape strategy and build the client relationships that bring teams back. **Most client relationships here have continued beyond the first engagement.**

EXPERIENCE

Experience Strategy Consultant | C5i | 2015 – Present

*Scope evolution: Started as a **UX and Data Visualization Designer** (2015 to 2018), translating complex data and analytics into insights executives could act on. Moved into a **UX and Design Manager** role (2018 to 2019), leading a team and directing project delivery. Now operating as an **Experience Strategy Consultant** (2019 to present), focused on experience strategy, workshop facilitation, and stakeholder leadership for Fortune 500 clients.*

Philips: Digital Workplace

A single open case was taking 45 hours to resolve. The digital workplace brought that down to 10 minutes.

Context: Field service leadership was coordinating across teams through disconnected tools and manual check-ins, with no shared space to see what was happening, act on it, and move forward together.

My Move: I designed and ideated the **complete digital workplace structure** - the information architecture, the experience layers, the workflows, and the interaction model; and handed it over to development teams for continuous build. Within that, I consistently showed the client their own vision more clearly than they could articulate it. A multidimensional roadmap visual connected with the Director of Operations and got reused across the organization. I also implemented the 3I framework (information, inference, interaction) so data and insight lived together rather than separately, and designed embedded workflows so field leaders could resolve problems inside the tool instead of scheduling a meeting.

What Shifted: The client trusted the direction and expanded the engagement, turning it from dashboards into a **\$2M North America digital workplace** with simulators, a rules engine, and a sandbox environment.

Lenovo: Inventory Planning Platform

Supply delays and missed replenishment windows were costing the business millions. Nobody had a shared view of what was happening.

Context: Planning, category management, and leadership worked from different versions of the same data. Weekly meetings stalled decisions that should have taken minutes, with no clear owner or next step.

My Move: I noticed people had the data but were waiting for someone to tell them what it meant. I proposed an **insight layer embedded into the data itself** and changed how the team ran COO review sessions, so he could guide the product instead of receiving just updates on it. During research, one stakeholder feared her role would be replaced. I paused the session and reframed the conversation around reducing pain points, not assessing people. The team carried that approach into every review session afterward.

What Shifted: The COO began shaping product direction directly in review sessions. The \$1M North America engagement grew into a **shared digital workspace** where all roles could see the same data and act on it together. Teams began making inventory decisions inside the tool instead of in meetings.

Lenovo: Seller Portal

A seller tool existed, but its designers built it for sellers, not with them. Sellers adopted it inconsistently, and no one closed the gap between what the tool could do and how sellers actually worked.

Context: The team set out to rethink how the tool could work for large-scale sellers across Lenovo's North America seller base, working with the Director, **co-creating it with sellers instead of handing it to them.**

My Move: I gave the strategic direction a shape that sellers and leadership could both see and act on. I structured the future state concept and the visual framework that made it communicable across the organization.

What Shifted: Leadership grounded its direction in how sellers actually worked, not in how the tool's original design intended it to be used.

Zebra Technologies: Incentive Process Discovery (Ongoing)

No one tracked the incentive process. People managed it manually in Excel and overworked because nobody could see where it broke down.

Context: Zebra's Sr. VP Revenue brought in the team to map its EMEA incentive workflows, identify where the process lost value, and find where automation could replace manual work.

My Move: When verbal explanations failed to land with stakeholders, I mapped the process end to end and **made its structure visible.** Stakeholders used the maps to see where their process lost value and what needed to change.

What Shifted: Stakeholders saw the value leaks and automation opportunities for the first time, and the conversation moved from abstract description to specific problems they could act on. The engagement continues.

Global Pharma, Biogen, Novartis, Unilever, Microsoft, PepsiCo

I managed **6 enterprise clients concurrently across 4 industries** - healthcare, pharma, CPG, and technology; over 6+ years, delivering AI workflow design, competitive intelligence platforms, strategy decks, executive presentations, and delivery model design.

Each engagement had **left the actual user out of the process.** I consistently started with the people doing the work and built outward from there.

Earlier Experience

Flipkart - Market Intelligence Executive → Senior Market Intelligence Executive | 2012 – 2015

Conducted market research and competitive analysis to inform product decisions; in the senior role, applied UX thinking to redesign product interfaces for one of Asia's largest e-commerce platforms.

Royal Bank of Scotland - Junior Officer (MIS) | 2008 – 2009

EDUCATION & CERTIFICATIONS

MBA, St. Joseph's Institute of Management (2012)

IBM Enterprise Design Thinking Practitioner

Google UX Design Certificate

Design Thinking Specialization, University of Virginia, Darden School (online)

Platform Thinking: Innovation in Digital Business Models, Politecnico di Milano (online)

SKILLS

Experience Strategy: Problem framing, experience vision, design strategy, roadmap development, delivery model design

Client and Stakeholder Work: Executive alignment, workshop facilitation, confidence building, co-creation, status communication, relationship management

Research and Discovery: Stakeholder interviews, user research, process mapping, workflow analysis, gap identification, persona development

Frameworks and Communication: Visual frameworks, executive presentations, strategy decks, roadmap design, insight storytelling, co-creation facilitation

AI and Emerging Tech: Agentic workflow design, AI experience strategy, human-AI interaction, prototyping with AI tools

Tools: Figma, Miro, Miro AI, Adobe Creative Suite, Claude, Lovable

Industries: Healthcare, pharma, CPG, enterprise technology, supply chain