

LUIS VELASQUEZ

PRODUCT OWNER | GEOSPATIAL SOLUTIONS

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CANTON, GEORGIA

OBJECTIVE

Product Owner with a background in engineering and a passion for solving complex, real-world problems through data-driven tools and workflows. I thrive on turning ambiguity into clarity—bridging technical teams and end users to design geospatial and analytics solutions that make a measurable impact. Naturally curious and collaborative, I enjoy ideating with cross-functional teams and guiding product development that delivers tangible value to end users.

SKILLS & ABILITIES

- Skilled at evaluating user workflows and identifying product metrics that drive feature adoption and long-term engagement
- Familiar with geospatial tools and data formats (e.g., SHP, KML, GeoJSON), with a focus on how they support various end user workflows
- Adept at communicating complex technical topics to both technical teams and non-technical stakeholders, building shared understanding across disciplines
- Experienced facilitating Agile development processes, including backlog refinement, user story writing, and sprint planning
- Comfortable operating in fast-paced, ambiguous environments, prioritizing user value while aligning technical delivery with business goals
- Naturally curious and user-focused—driven to explore problems deeply and translate insights into actionable, user-centered product features

EXPERIENCE

2024 – Present

Product Owner – Smart Atlas Arcadis, Global

Led end-to-end product ownership for a browser-based geospatial viewer adopted by 500+ (growing) environmental and engineering staff, improving spatial data access without requiring advanced GIS tools or licenses

Defined and prioritized a GIS-focused backlog of user stories across map tools: drawing tools, print/export, and data layer integration, resulting in improved workflows and reduced GIS team overhead

Collaborated cross-functionally with engineers, UX designers, and GIS analysts to deliver intuitive tools using ArcGIS Online, Esri web services, and scalable UI templates

Engaged users through workshops and 1:1 discovery sessions to capture high-value use cases—resulting in features like save/share maps, 3D terrain, data catalogs, and spatial query tools

Reduced project execution time by 30–50% through the standardization of spatial templates and the integration of commonly used datasets and tools across multiple regions

Created SharePoint onboarding hub and internal training resources, supporting global adoption and continuous feedback loops across 6+ country business units

Positioned the Viewer for client-facing delivery, exploring paid deployment options to enhance stakeholder engagement, proposal competitiveness, and project transparency

2023 – Present

Digital Portfolio Manager

Arcadis, Resilience Global Business Area

Reduced digital portfolio costs by 30% by identifying duplicative, legacy, or low-value tools—streamlining offerings and reallocating resources to scalable, high-impact solutions.

Optimized resource allocation and investment prioritization by developing a structured evaluation framework to assess product viability, reducing wasted investment and improving time-to-value for automation and standardization initiatives.

Improved cybersecurity posture by leading digital compliance reviews and removing high/medium-risk applications from active use, reducing organizational exposure.

Positioned internal tools for competitive advantage by linking product outcomes to real-world business cases (e.g., faster permitting, compliance, margin lift), supporting both client delivery and sales teams.

Served as a bridge between product and operations, translating technical features into business outcomes and maintaining alignment between roadmaps, user needs, and field constraints.

2019 – 2023

Project Manager | GIS & Data Strategy (GDOT Public Sector)

Georgia Department of Transportation via Arcadis, Mobility Global Business Areas, Key Projects:

GDOT Operational Improvement Program, Statewide

Developed a GIS-driven prioritization model to rank over 7,000 intersections for operational upgrades, resulting in increased federal funding from \$10M to \$20M

I-85 Planning & Environmental Linkages Study, Gwinnett County

Designed and deployed a corridor-level data strategy for the I-85 Planning & Environmental Linkages (PEL) Study, improving cost estimation accuracy and **reducing manual data entry by 40%** through standardized GIS workflows

Statewide Joint Agency Data Purchasing Program

Led a statewide data procurement initiative across multiple transportation and planning agencies, saving GDOT \$5M annually through shared vendor contracts and aligned data licensing strategies

2013 – 2020

Transportation Engineer

Arcadis, Mobility Global Business Area

Successfully led complex, multidisciplinary infrastructure projects for public sector clients, including the Georgia Department of Transportation (GDOT).

Demonstrated ability to **manage stakeholder expectations, navigate regulatory requirements**, and deliver results across planning, design, environmental, and data initiatives.

Adapted quickly to new subject matter, applying curiosity, structured thinking, and **cross-functional leadership to solve challenges** in transportation, mobility, and data-sharing domains.

Delivered projects involving ITS deployments, pedestrian safety upgrades, Design-Build oversight, and NEPA technical studies.

Managed the delivery of noise and air quality analyses on major projects using GIS-based workflows, interactive dashboards, and public engagement tools.

2012 – 2013

Transportation Engineer

A&R Engineering

EDUCATION

2008 – 2012

Bachelor of Science in Civil Engineering Technology

Southern Polytechnic State University (now KSU)

CERTIFICATIONS

Professional Engineer (PE) – PA, GA

Professional Scrum Product Owner (PSPO I)