1. \* This position will be required to assist teams in reimagining and redesigning business processes through the customer lens. Please describe how you would approach and facilitate this engagement.

In my roles at Amazon, Oregon State University and Cambia Health Solutions I have been fortunate to be involved with a number of large projects to help reimagine and redesign business processes. I would approach this relationship through developing relationships and positive communication. I also would work to understand their needs and how we could help them. Genuinely caring and being passionate that you are building something useful reliable and good is incredibly important. When you are re-designing or reimagining a process and you care about the product it makes working with customers easy.

I think that one of the most important things to facilitate understanding through the customer lens is to develop strong relationships and communication channels. At Oregon State University and Amazon I have developed products for different departments and end users. While working at the OSU Basic Needs Center I helped to rebuild a software tool that is used by students across campus. It would not be practical to reach out to thousands of students so in this case I worked with a smaller subset of students often relying on student employees in Student Life for early feedback. I have also worked on smaller business projects used by internal employees. One of these was developing a business analysis tool for OSU Transportation Services. In this case, I worked directly in the office and my manager and his team who also were the end users of the product. In this environment it was easy to get feedback as we are able to communicate every day. If hired for this role I would work to develop this type of personal communication and take into account the people that I am working with and what their needs are.

I also think gaining feedback along the way is very important. In my current role at Amazon we are reimaging and building a large software platform. What has been incredibly important is to develop and role out changes incrementally. In Software Engineering this process is often called continuous integration or continuous development and it may not always be the correct solution but can be very effective in the correct environment. An example where we rolled out in much slower phases was a billing application I worked on at Cambia Health Solutions. In this case a slower and more stable process was necessary to prevent costly mistakes. In entrepreneurship this process is often referred to as creating a minimum viable product with the idea being you don’t totally know what a customer wants until you get your product out there and receive feedback from them. The further along you go with an idea that might not work the more cost and time you sink into working on something that may need changes.

    At Amazon we have facilitated engagement by working closely with a test group of managers engineers and employees we meet with. We also have a ticketing system that allows anyone to submit a feature request, bug request or other necessary change to the system. Finally, I work closely with our project manager, graphic designer and team so that we respond to all of the feedback we receive and make sure that everyone feels heard. Many of our features are complex and so we are not able to fit them into a current business quarter and are often moved further along. I have found it is very helpful to let customers know the status of their request.

To summarize I would work to create strong communication channels, bring the customers into the development process and deploy often if that is possible. I also think gathering feedback is incredibly important. I really love the OSU community and have found everyone to be so helpful. In my last role at the Basics Need Center I worked closely with the OSU Library and the OSU Bookstore on an important project to provide access codes and textbooks to students experiencing financial difficulties. It was a complex project that involved digital and physical innovation. I was able to develop strong relationships and friendships with people across the departments and it made it such a joy to work on a potentially challenging project. I would love to speak more about my thoughts on reimagining and redesigning business processes through the customer lens.

**NOTES**

I am currently actively involved on a new team at Amazon where we are rebuilding our campaign onboarding process. At OSU I have been involved in a number of large projects while working with Student Life and Transportation Services. These roles have allowed me to engage directly with customers, employees and leadership across a range of departments. While these roles are important I am also working on a personal project building a mobile app to help OSU students find campus events more easily which has really increased my knowledge of seeing through the customer lens.

To me the most important thing is building a product that customers need and making it as simple and easy to use as possible. In my experience this means getting to know and understand your customers. In my roles at OSU I have help design technology that would be used by students and also technology that would be used internally by a small number of staff. Understanding how people currently are solving a problem is incredibly important because if you are designing something its important to think about user adoption.

At Amazon our team has facilitated user engagement primarily through a number of communication channels. Almost, everyday I interact with customers learning about how our product is working, what they want to see in the future and any issues they may be having. We have a number of office hours with our product manager, designer and also a separate office hour with engineers. Currently we have a roadmap planned out through the remainder of the year but this input has allowed us to pivot and add new features and make changes that have improved our product. In facilitating this change we take into consideration the overall customer demand and resources needed to complete. We have had some requests that are too complex and must be moved out to next year. In this role I think what has really helped for me is being friendly and getting to know people from across many teams. A lot of people reach out with questions, concerns or issues and I am able to quantify this and help to create change.

One project I am leading is improving our documentation.

Another thing that I think is incredibly important for digital products is the ability to gather customer feedback without them ecplicitly telling us. At Amazon we have built sophisticated metris into every aspect of our platform We also have cloud monitoring which will log every server and client error. If these errors reach a threshold it will alert the team that owns that service.

In this role I would work to get to know the team. I also would work to develop relationships with our customers. At the Basic Needs Center we partnered with the OSU Bookstore and OSU Library on one project and without their support..

The manager was so happy him and his team joined to help finish it faster.

Departments

People

Slack

Surveys

In Person

In my current role at Amazon we are building a new platform that must work in a complex ecosystem of micro-services. For this platform we are actively working to determine their needs and work to create a platform that they love. Currently, we have a roadmap planned out for the rest of the year which we designed by meeting with engineering teams, end users, management and customers.

In person meetings

iPad surveys

Online data gathering

Metrics

Rapid release

Scope and size of project

Deadline

I have always loved working with and helping others. This goes all the way back to my first job at Ruth’s Chris Steakhouse while an undergraduate student. I am drawn to the opportunity to be able to help teams in reimagining and redesigning business processes through a customer focus lens. There are a number of ways I would approach this which I will outline below.

The first thing I would do would be to define who the customers are and what their needs are. This would include working with them to gain an understanding of current business processes and areas for improvement. At Amazon I am actively engaged in work like this.

My love for working with and helping others has led to a strong passion for helping customers. In my current role at Amazon I started as a Software Engineer but my love for helping others quickly lead to my new role in working with customers on our new campaign team. How I approach and facilitate this type of engagement always starts with speaking to customers and gathering insight into their needs.

This position will be required to assist teams in reimagining and redesigning business processes through the customer lens. Please describe how you would approach and facilitate this engagement.

INTRO

I have always had a passion for working with and helping others and that is one of the things that drew me to this position. There are a number of ways I would help to facilitate redesigning business processes with a customer focus. This would come from both my professional and personal experiences. My professional work has always had a strong focus on customers going all the way back to my first job as a server at Ruth’s Chris steakhouse. In my current role at Amazon my entire team has been focused on re-designing the campaign on boarding experience for customers. I have been fortunate to work with partners across Amazon and Amazon partners like twitch and ring. At Oregon State University I have worked in customer facing roles in an analyst position in student life transportation services and the basic needs center.

ME

I will talk a little bit more about my professional experience but something else I feel is important as a personal project I am working on to develop a mobile app for students to find events on campus easier. As I have work to build out the prototype I haven’t been engaged with speaking with people.

HSRC

AMAZON

The first way that I would approach this is by getting to know the people that I would be working with develop some ideas of what we want to do. Recently I worked with the basic needs center to use data to redesign a number of their processes during the pandemic. There are a number of ways that I have used to gather data in student life when I worked in the career fairs

1. \* One of Oregon State University’s Core Values is Diversity: our ability to welcome, respect and interact with other people. Describe how your background and experience has prepared you to be effective in an environment that values diversity.

I think that there are a number of key aspects of my background that allows me to be effective in an environment that values diversity. I think one of the main ones is my previous professional and personal experience growing up and working in a diverse environment. This is something that I love and have tried to seek out in my friendships, professional and academic work. The ability to welcome and interact from people from all types of cultures has been something that has enriched my life and helped me to grow as a person. At OSU I have worked as an Instructor, Teaching Assistant and mentor for EECS Senior Capstone Teams.

A few specific examples include an internship I did working with the Legacy Health System Supply Chain. I was fortunate to work on a project to increase opportunity for Minority Owned Businesses to work with Legacy Health System. What was exciting about this role is that even though it has a high focus on social aspects it was data driven. The first steps of my position included gathering past supply chain customer records and adding them to a centralized database. Once I had gained a better understanding of the supply chain I was able to meet with minority business owners to learn first hand about the barriers they faced trying to do business with a large hospital. From this work I was able to put together a plan to track supply chain data, make it easier for minority owned busineses to work with Legacy and present this to hospital leadership. This plan was adopted and now in use to make it easier for MBE’s work with Legacy.

Being a part time instructor has allowed me to keep learning and implementing new ways to create a welcoming environment. I just finished teaching an new Business course. As a first time instructor in the Department the Dean of Instruction sat in on one of my courses. She wrote this as part of my review, “You do a wonderful job creating an open, welcoming, supportive atmosphere. It’s clear your students feel at ease.” I was excited to receive this feedback, especially given how nervous I was having the Dean sitting in on my class.

In my roles in Student Life I most recently worked at the OSU Basic Needs Center. In my role here I helped redesign a number of processes including their Food Pantries, Textbook Lending Program and Basic Needs Navigation. One of the major programs I helped rebuild involved how we gather and use student data. In this role I worked first hand with students, staff and faculty across OSU and the Community. While helping to reimagine how the Food Pantry would handle the increased demand I was able to meet and talk with many of the people who come to the pantry. As a member of the staff we had a heavy focus on education related to being respectful, kind and welcoming and understanding the ways we are privileged. I think I would be able to bring the knowledge to my new role as a Business Analyst.