

Getting to know

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User Experience Design (UXD) - Innovation | Product Management | Inclusive Design | Accessibility

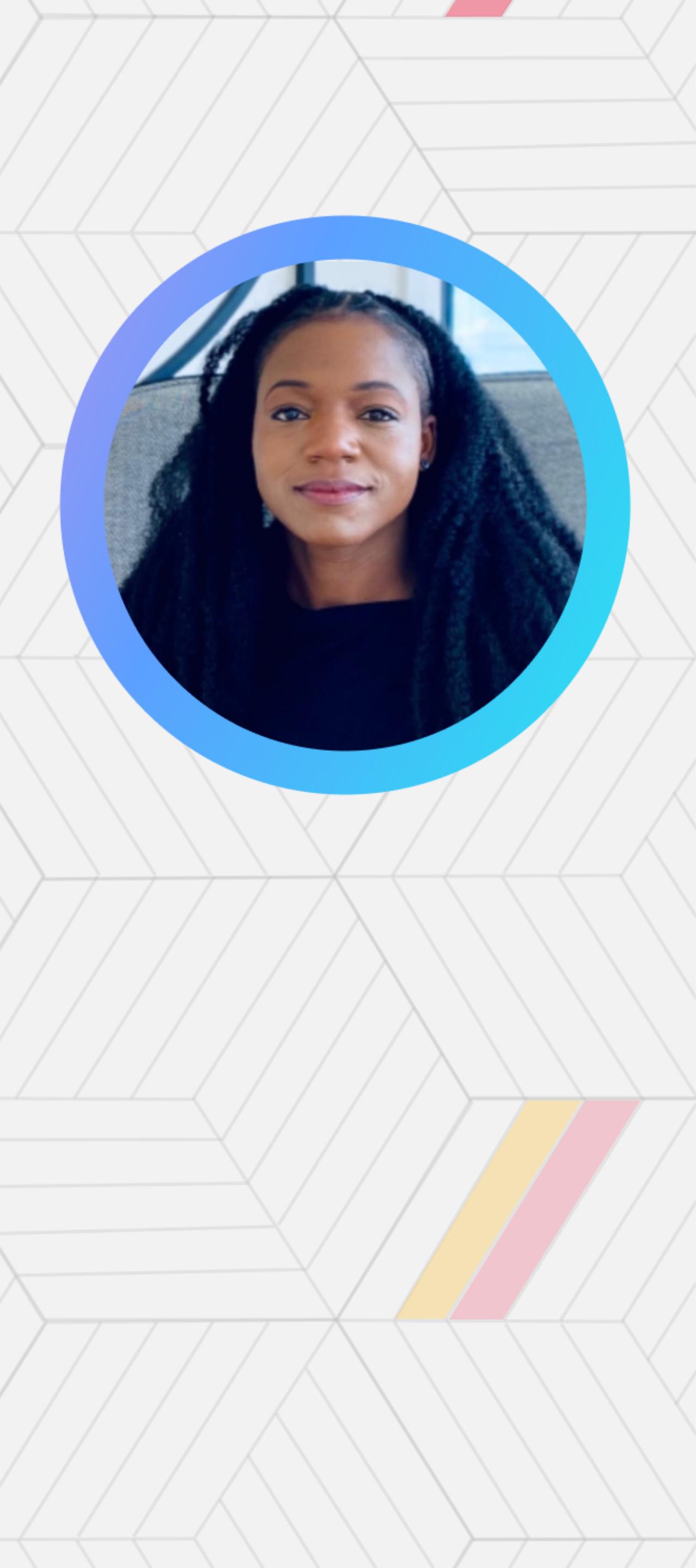
Tech: Retail | Healthcare / Medical | Metaverse | Social Impact

Why Product Design?

"If a fellow human has to engage with a digital interface, I find immense pride in crafting an experience that will be seared into their memory, speak to their humanity, and ultimately bring them pure joy."

Empowering User Experiences and Pioneering Inclusive Design

Spearheaded innovation and inclusive design practices by collaborating with renowned companies such as Intuit TurboTax, Tactel and IKEA Sweden. Played instrumental roles in startups Room5, Interpreta, Virbela, and Passion Project WRKiiT driving experience design management to new heights.



Over the years

Innovating Through Uncertainty: Embracing Servant Leadership to Foster Growth and Transformation

In challenging and uncertain times, I found the power of Servant Leadership to guide me. It helped me lead through obstacles, inspiring innovation. With a passion for growth, I consistently embraced Servant Leadership, creating positive impact on individuals, teams, and organizations. Humbly, I share my transformative journey navigating difficult and prosperous times.

IKEA - INGKA , Malmö, Sweden

Situation

Limited growth opportunities due to absence of foundation and in-house Digital Experience Team. Challenges in collaboration and delivering MVPs have arisen.

Action

Create:
5-year Vision Strategy Plan

Manage:
6 Most Lovable Products
Led: User experience research
Mentor: The team
Identified: Individual areas of improvement

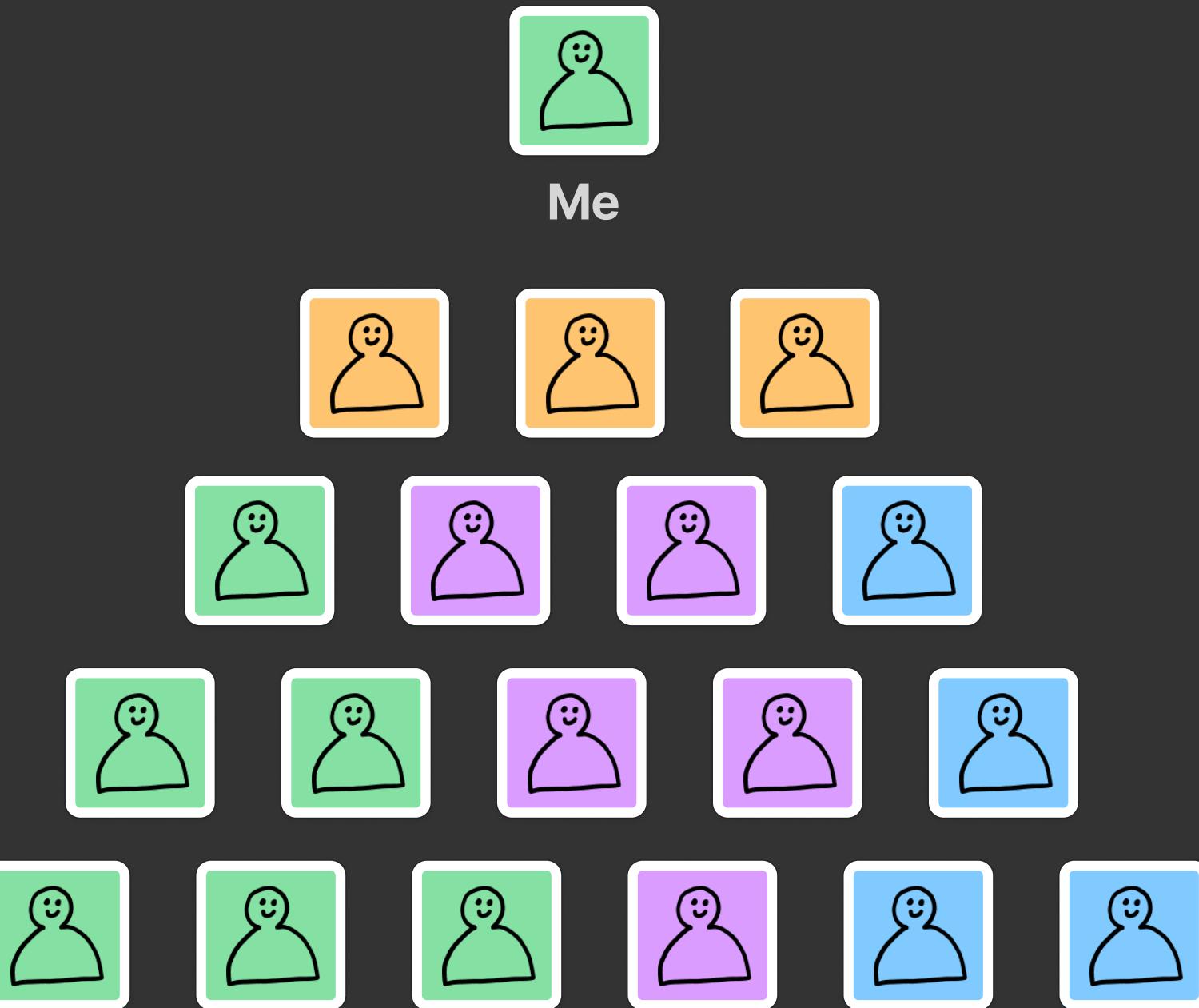
Task

Build a foundation for the Digital Experience Team and advocate for user experience importance, while building relationships with cross-functional teams.

Results

Built a trusted team of 40 designers, fostered cross-functional relationships, received positive feedback from colleagues and customers, and delivered MVPs. Contributed to team growth and established a strong foundation for future success.

Driving Innovation Growth in
Digital Experience with focused teams.



Team of Designers, Engineers, and Business Analyst
= 6 MVPs for Co-Worker Digital Products

Over the years

Navigating the Build Trap: Overcoming Challenges through User Research and a Lean Startup Mentality

In the startup to enterprise context, design and engineering thinking processes are crucial for overcoming resource limitations and prioritizing user research. Collaborating with co-workers and customers provides valuable insights to shape user journey maps. Leading teams in an agile methodology ensures user-centric and scalable solutions, avoiding common pitfalls and maximizing success in navigating challenges for startups and enterprise companies.

IKEA - INGKA , Malmö, Sweden

Situation

Limited resources and a lack of prioritization for user research posed challenges in building MVPs and effective customer journeys. Co-worker pain points were at a high level of frustration hindering trust within the company.

Action

- Direct: Interviews with co-workers and customers for nurturing trust.
- Create: Comprehensive user journey maps
- Push: Prototypes for iterative testing
- Manage: Stakeholder relationships and expectations

Task

Build prototypes through user research analysis for user journeys to inform product development for co-worker and customer meeting points. Build trust with engineering, and in-store managers across international markets.

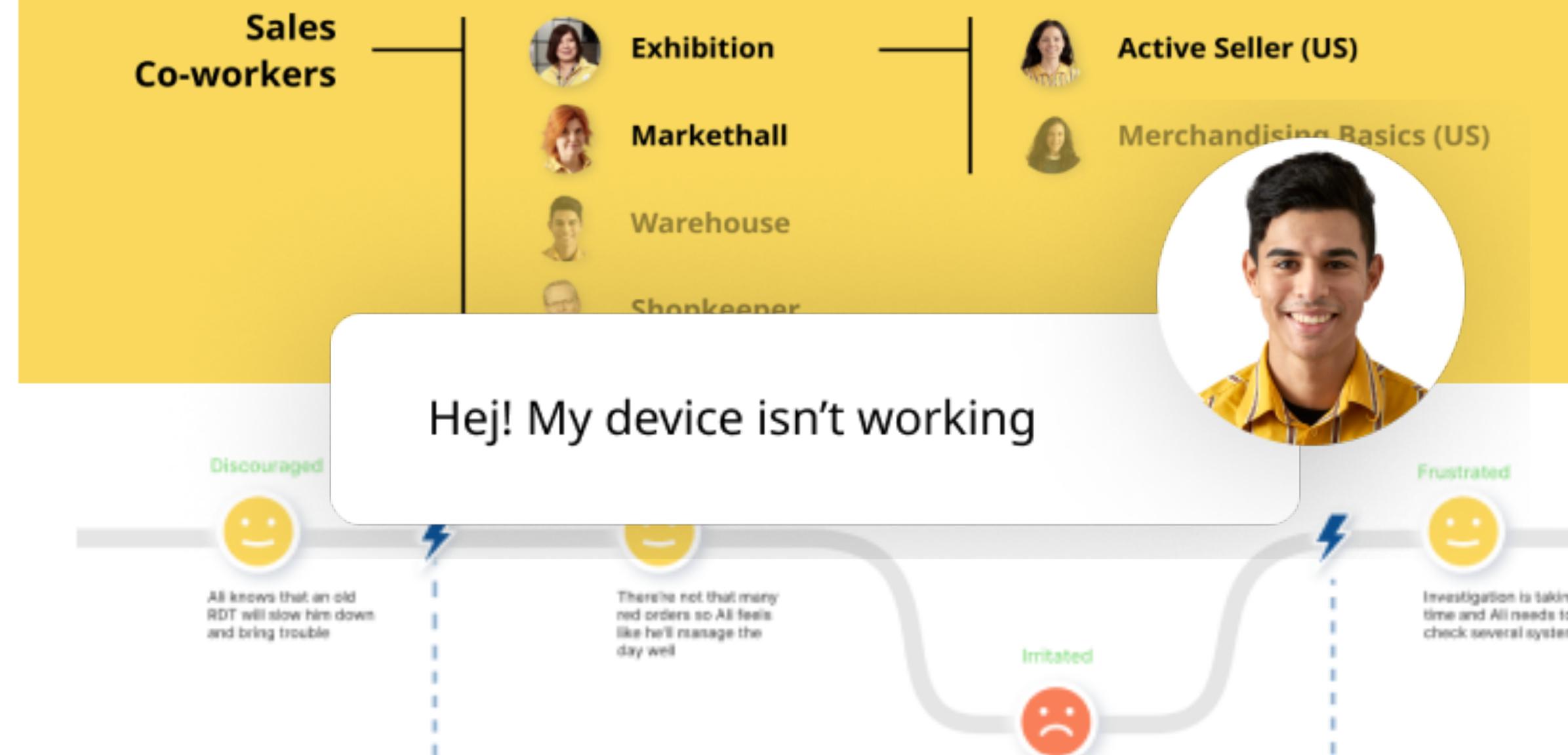
Results

6 MVPs delivered with updates, high satisfaction from stakeholders, coworkers, and customers. Built foundational strategy, addressed co-workers' pain points, and improved communication.

DISCOVERY



Co-worker Work Journeys



Over the years

Healthcare Innovation NLP (Alexa) - Higi Machines - Salesforce Data Integration

Diagnosed with MS (Multiple Sclerosis) and ADHD, I developed a passion for Medical Tech Innovation. Partnering with industry leaders like Salesforce, Higi, and Amazon, I aimed to support patients through R&D. The pioneering Interpretation technology focused on predictive and preventive healthcare, using pharmacogenomics, Hedis Measures, and Genealogy data. This ignited my drive to create human-centered products, improving lives.

Interpreta - MedTech Innovation

Situation

As a two-year-old startup creating a big data platform for millions of patients, navigate the complex medical industry for innovative preventative and predictive care with product management, UX research, and data support for audits.

Action

Implement a streamlined process by incorporating feedback and inputs from physicians, nurses, engineers, and led designers.

Utilize effective sales and negotiation strategies to convince McKesson and Centene to partner with the company. Demonstrate the value and impact of the prototypes on their business objectives.

Task

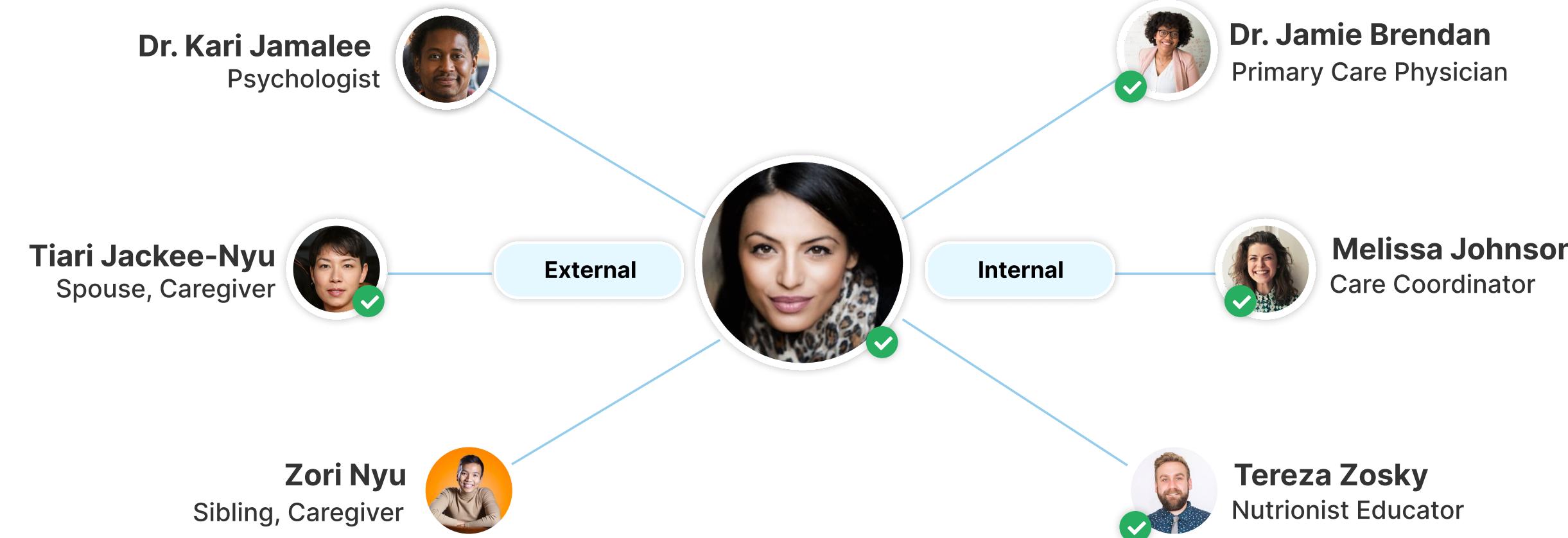
Run a very lean streamline process for research and development, focusing on cross-functional collaboration and building prototypes for major use cases to fit business strategies. Additionally, close deals with major impactful companies like McKesson and Centene.

Results

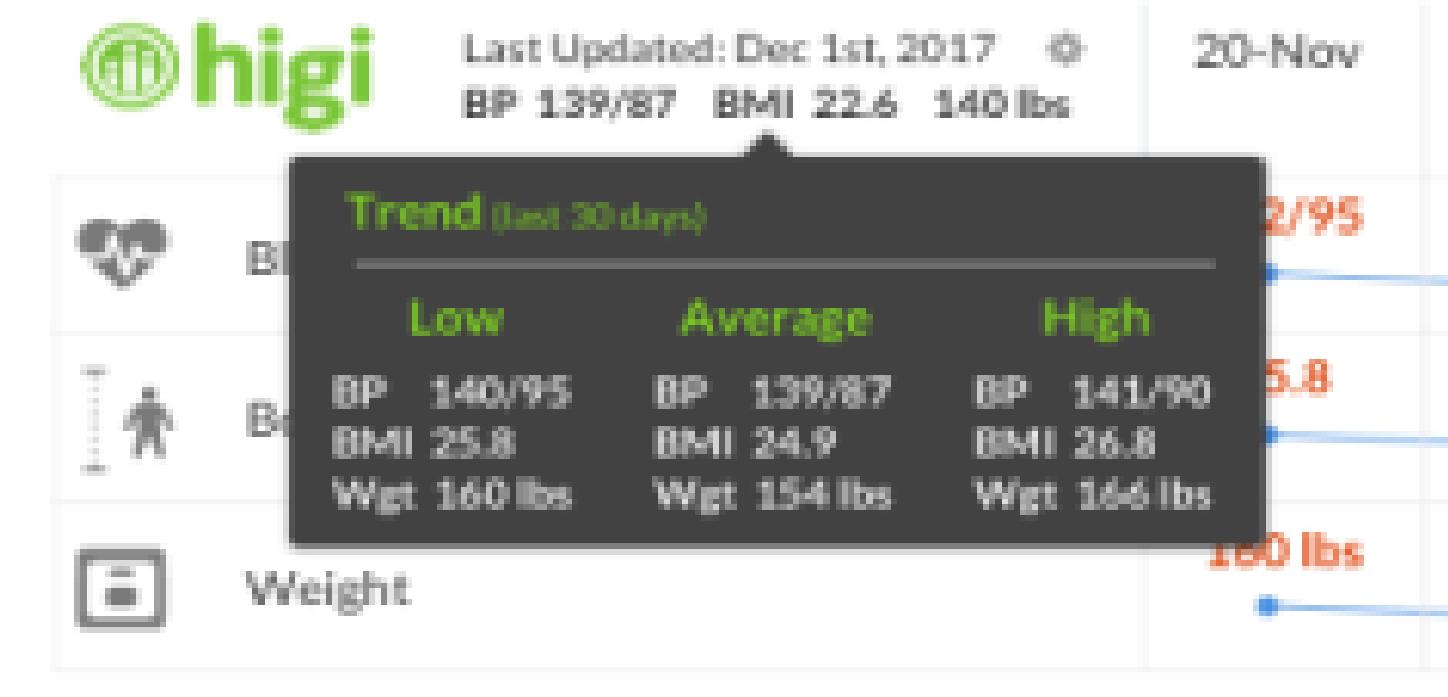
We successfully developed three prototypes aligned with our strategies, securing partnerships with McKesson and Centene. This led to a 75% increase in positive patient care outcomes, with each patient receiving a dedicated care team. We are proud and inspired to continue delivering positive outcomes in healthcare.

Award: Gartner Innovation Website 2018

Led the Salesforce Health Cloud Integration



Led the Higi + Alexa Integration



Over the years

Metaverse of Connections

Building the First Enterprise-Level Metaverse World with a Close-Knit Founding Team.

At Virbela, we weren't just tasked with creating a platform - we were driven to revolutionize how people communicate and interact remotely. As a member of the founding team, led by Drs. Alex Howland and Ron Rembisz, I played a crucial role in perfecting the user experience, finalizing the user interface, and providing feedback on features like the avatar creation, chat box and voice tracker system. Our efforts paid off, and today Virbela is the top metaverse platform for remote work and learning, allowing for meaningful human engagement that transcends location.

Virbela - Metaverse

Situation

As a founding team member at Virbela, we aimed to revolutionize remote communication and learning through a virtual world platform that facilitated meaningful human engagement. Building a product to fulfill assumptions, satisfy user needs, and validate the concept's stickiness posed a significant challenge due to its novelty.

Action

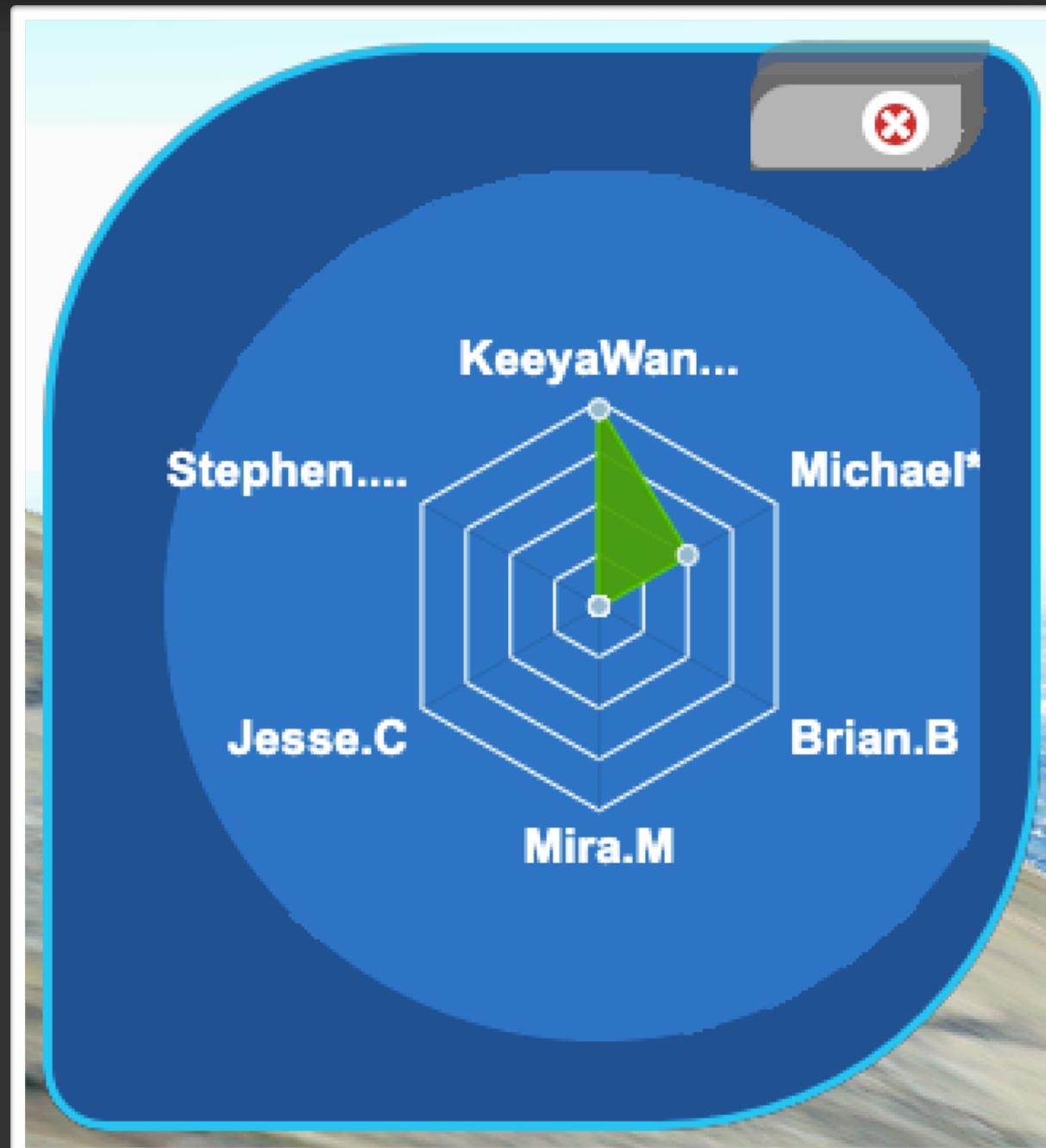
Collaborated with team and leadership to understand user needs and preferences
Analyzed user feedback to prioritize features
Finalized user interface, avatar creation, chat box, and voice tracker system
Ensured a seamless user experience

Task

Enhance the user experience by identifying the most effective features for strengthening communication skills in a virtual world with the founders and engineering team. Provided feedback and help coded into the platform's engineering and design aspects for clarity, attractiveness, and adherence to the desired style.

Results

Our efforts paid off as Virbela became the top metaverse platform for remote work and learning. User engagement soared, affirming our significant impact on the digital experience. With our enhanced communication platform, we supported psychological business development and offered a unique remote engagement solution.



Over the years

Empowering Transformation in Learning & Development: Introducing WRKiiT - Passion Project

This side-driven passion project initiative is dedicated to empowering underrepresented instructors in the learning and development industry. We recognize the wealth of knowledge and expertise that often goes unnoticed, and we aim to bring these talents to the forefront. Through our inclusive community, we provide a platform for these instructors to showcase their skills.

By embracing this passion projects, we create opportunities for these individuals to share their unique perspectives and contribute to the growth and diversity of the industry.

WRKiiT - Passion Project

Situation

During the pandemic, I took a 2-year sabbatical to address the lack of representation for underrepresented instructors. Fueled by a family legacy, I aimed to create a digital platform where marginalized educators could be seen and valued, allowing learners to access diverse perspectives.

Action

Collaborated with underrepresented instructors and learners to incorporate their unique perspectives into the platform's design and functionality

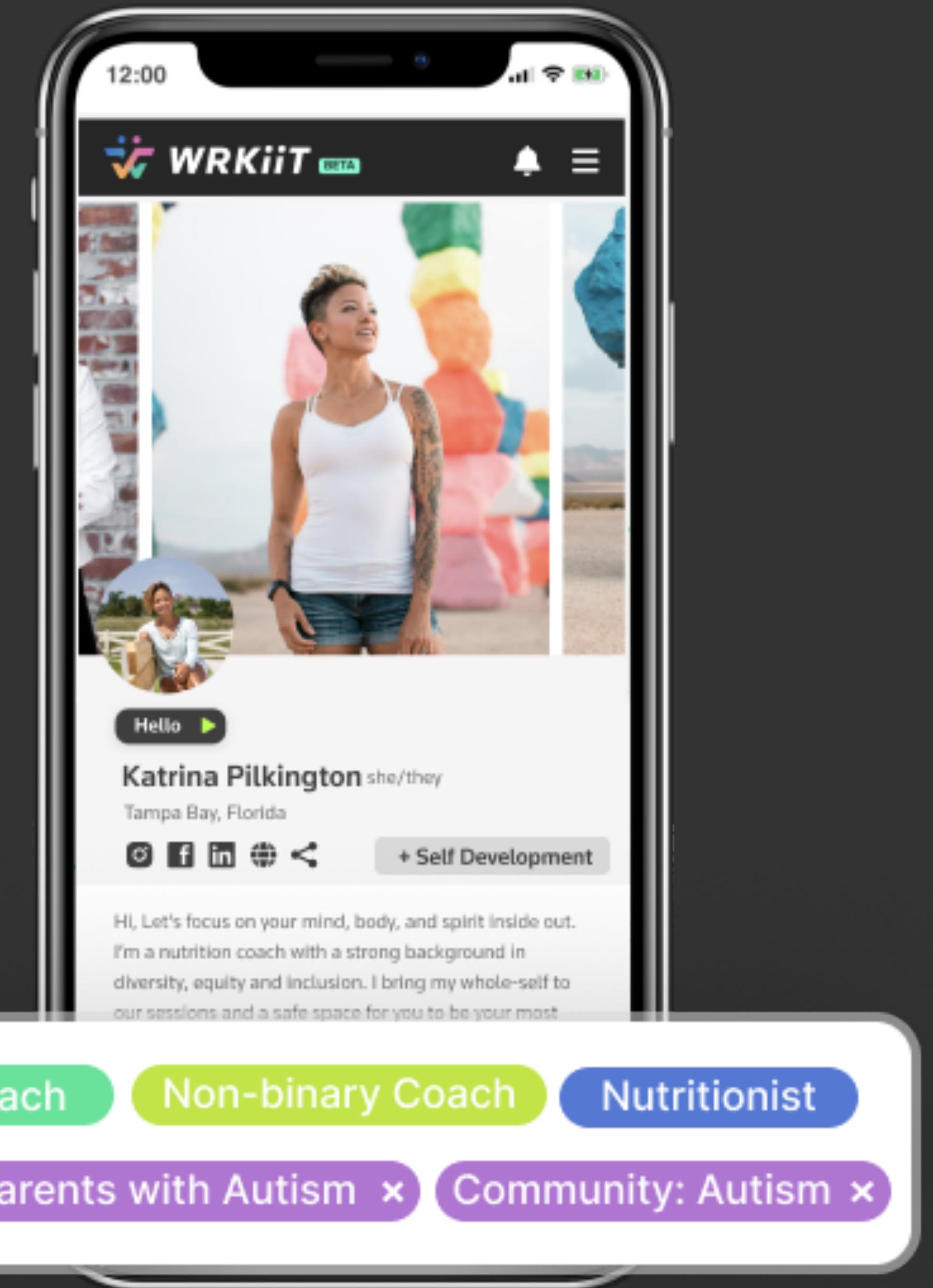
Designed and created a user-friendly platform

Task

Develop a comprehensive platform that facilitates booking, scheduling, and seamless communication between underrepresented instructors and learners. Design the platform to prioritize understanding and empathy, enabling learners to connect with instructors who can relate to their unique backgrounds and experiences.

Results

WRKiiT has received positive feedback from users. It has become a resource for underrepresented educators to connect, share, and learn, fostering a more inclusive industry. I am proud of the impact WRKiiT has made and remain committed to its growth as a passion project.



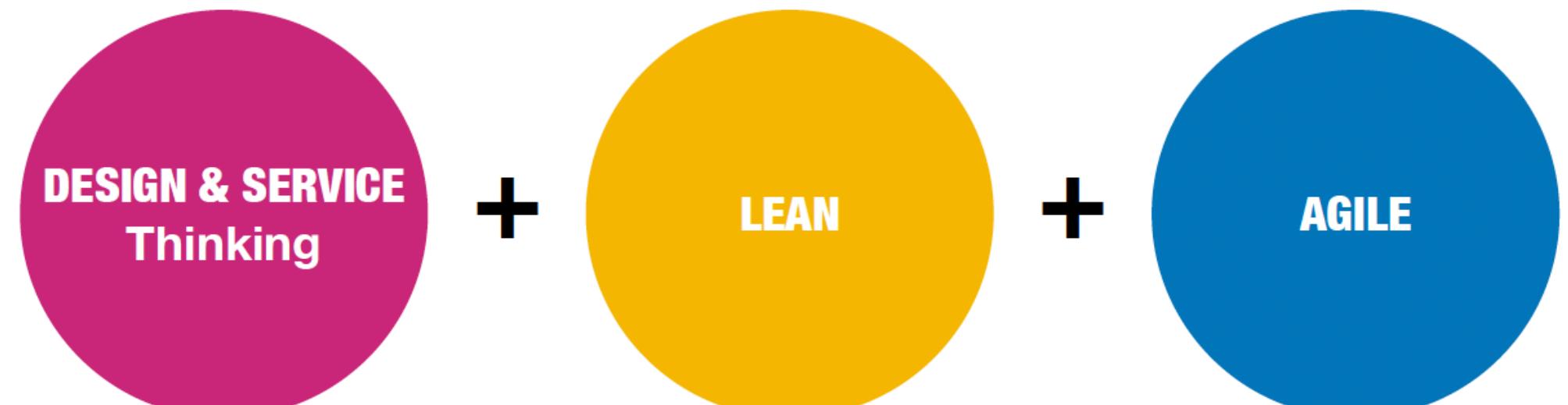
Design Process

Problem-Led Growth: Transforming Challenges into Opportunities for Success

I lead teams to embrace a lean startup mentality and focus on a problem-centric approach in 75% of the companies where I have led user experience initiatives. This approach emphasizes continuous learning, minimizing uncertainty, and working smarter by developing minimum viable products (MVPs), recognizing the right time to pivot, validated learning, and innovation accounting. By shifting away from a product-led growth mindset and adopting a problem-led growth mindset, we can ensure successful problem validation and leverage the potential of a problem-led growth strategy.

This design thinking approach allows us to gain a fundamental understanding of the problem at hand before diving into solutioning. It helps us avoid falling into the build trap and optimize our direction in terms of both benefits and costs. Overall, I strive to develop a culture of flexibility, nurturing innovative and visionary mindsets within our team.

High Level Approach

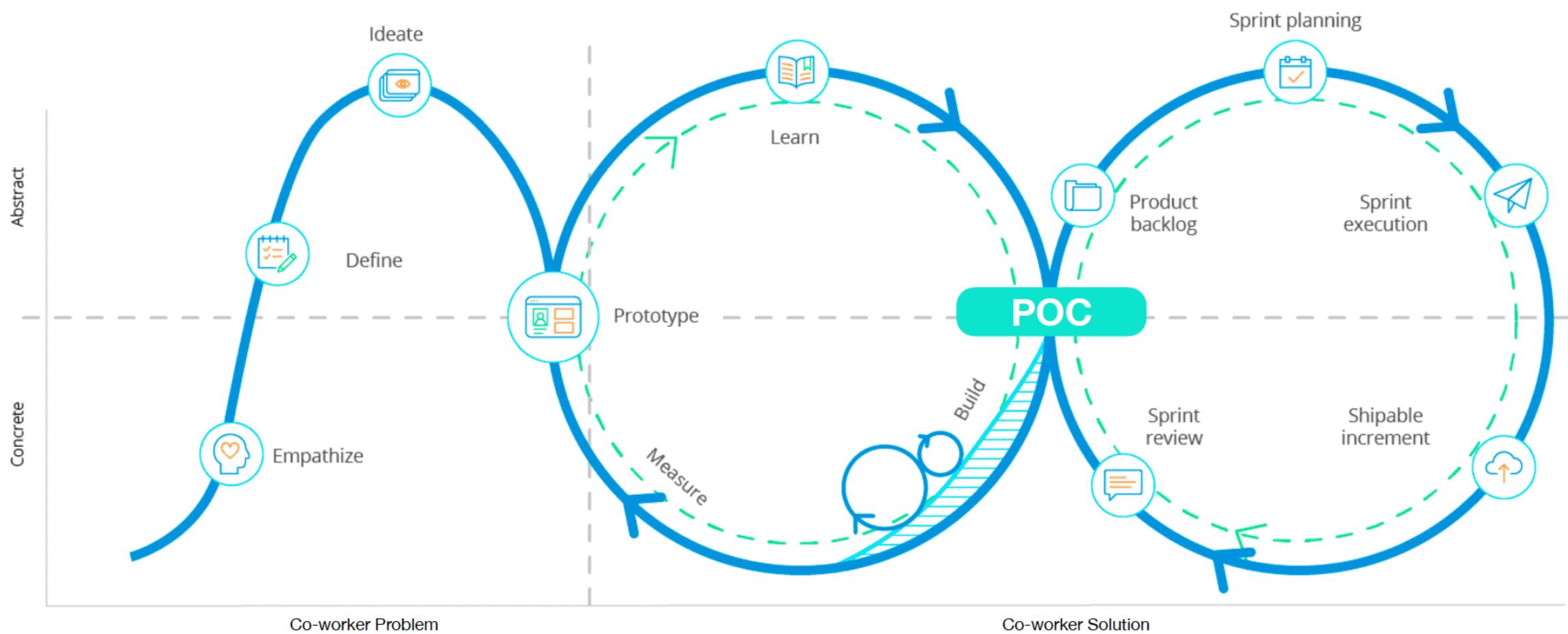


Explore the problem

Build the right things

Build the thing right

Breakdown Approach



Design Thinking

1. Generate

Lean Startup

2. Develop

Agile

3. Transfer

Impact and responsibility

I lead with these values...

Empathy: Understanding and being sensitive to the needs and feelings of others, while creating a safe environment for them to share their thoughts.

Collaboration: Working alongside team members and stakeholders to achieve a shared purpose, ensuring everyone has a chance to contribute their unique perspectives and skills.

Purpose-Driven: Leading with a clear sense of purpose and inspiring others to follow a noble cause that drives personal and organizational growth.

Authenticity: Being true to oneself and leading with integrity, always striving to be transparent, honest, and genuine with team members and stakeholders.

Resilience: Balancing the demands of leadership while making time for self-care and ensuring the well-being of team members and stakeholders. This includes recognizing signs of burnout and building resilience for individuals and the team as a whole.



When you are a star, I am a star.

Team first, People first.

Love of decompression

My Spare Time...

Family

Street Art

Amatuer Street Photography

Sci-fiction

All motivational leader reads

Brene Brown, James Baldwin, Oprah Winfrey
Super Soul Sundays Podcasts.. sometimes you
just need the spark to get your head right. 🧠❤️



Let's
Build
Diverse
Innovative
Experiences
Together
Thank you.

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