

- Infinite Video: Process -



Problem statement



Define



Design



Execute



Action

Build

- Assess to current product UX and features.
- Consolidate customers/prospects requests

- Define the UX information architecture
- Build the design system
- Run user tests

- Assess to current product UX and features.
- Consolidate customers/prospect requests

Outcome

- **Infinite Video:** as the Head of product design -



## Responsibilities

- Define the design value proposition
- Streamline UX process shifting from waterfall to Lean + Agile
- Reorganize the team according to the new strategy
- Build the product roadmap jointly with customers and product management
- Run pre-sales design workshop
- Build product demos for tradeshow

## Outcomes

- A successful transition from service to product on TV, companion devices and Desktop.
- Optimize UX process by reducing production costs by 60% supporting +40 scrum teams.
- Break the project team allocations to create UX centers of excellence.
- Simultaneously manage roadmaps from 4 devices on 5 technologies.
- Turned 4 prospects into paying customers 6 month of the latest product release
- Showcase product demo during IBC and CES for the last 4 years.