







**CISCO**

TM

-InfiniteVideo:as theHead of product design-

# Responsibilities

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Define the design value proposition

---

Streamline UX process shifting from waterfall to Lean + Agile

---

Define the design system approach and UI configuration tools

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Reorganize the team according to the new strategy

---

Build the product roadmap jointly with customers and product management

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Run pre-sales design workshop

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Build product demos for tradeshow and other pre-sales materials

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# Outcomes

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A successful transition from service to product on TV, companion devices and Desktop.

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Optimize UX process by reducing production costs by 60% supporting +40 scrum teams.

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Reduce the design customization process from 3 weeks to 1 day.

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Break the project team allocations to create UX centers of excellence.

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Simultaneously manage roadmaps from 4 devices on 5 technologies.

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Turned 4 prospects into paying customers 6 month of the latest product release

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Showcase product demo during IBC and CES for the last 4 years.

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## - Infinite Video: Process -



**Current features**

**Customer  
Requests**

**Minimum  
viable product**

**Product roadmap  
and R&D**

**Define**

