





CISCO

TM

- Infinite Video: as the Head of product design -

Responsibilities

Define the design value proposition

Streamline UX process shifting from waterfall to Lean + Agile

Define the design system approach and UI configuration tools

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 and other pre-sales materials

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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.

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

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.

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- Infinite Video: Process -



Current features

**Customer
Requests**

**Minimum
viable product**

**Product roadmap
and R&D**

Define

