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Hello,
Christina Persson here.
This is my
Product Design Lead
CV.

 **AUTODESK**



BOSCH 



Hula|Pay[™]

 **Microsoft**

citibank

 **PEGA**

PHILIPS

I love simplicity.

Curious, adaptable and a holistic thinker.

**Versatile team player uniting teams for ambitious goals.
I balance long-term strategy with short-term action and
foster innovation, excellence, and open communication.**

**I have experience and interest in solving complex
challenges, especially in FinTech, HealthTech, and
Logistics.**



Projects, Competencies, and Work Experience

A selection of roles. Contact me for more information.

2014-2016, 2021 - Present

Turbo.XD • Product Innovation Consultancy

Director, Product Strategy and Design

I lead client engagements and am hands-on in product innovation – building out either new product ideas or the next generation of a legacy product. In this role, my responsibilities include:

Collaboration, Strategic Alignment, and Leadership

- Enable open collaboration, unifying cross-functional colleagues and clients to enable initiatives to move from ideas to impactful solutions through facilitative coaching and tools. Partners include subject matter experts (SMEs) and functional leads, including sales, marketing, go-to-market (GTM) leads, customer research, product, QA, front- and back-end engineering, customer success, and support, early and often.
- Facilitate executives and directors in defining direction, prioritisation, and release scope to enable product success.
- Ability to structure the design process and organise the team while facilitating them to build a solid foundation with design principles and capabilities and leading a culture of teamwork, constructive feedback, and respect.
- Commitment to cultivating the growth of individual team members and inspiring greatness in teammates.
- Ability to think at a high level about product strategy and translate it into Design goals and values.
- Manage sometimes conflicting objectives, making decisions on trade-offs, when to say no or pivot while being able to balance the needs and expectations of different stakeholders.
- Program and project management.

Product Design and Delivery

- Define design principles and values, adept with a toolkit of design research and usability methodologies, and design best practices.
- Run collaborations, including multi-day, structured workshops defining vision, value proposition, and customer experience design to clarify challenges and brainstorm and define solutions. Transform customer experience strategies into tangible activities with speed, efficiency, and great impact.
- Create design systems, UX design specifications, scenarios, user and screen flows, storyboards, concept sketches, detailed design, wireframes, mockups, rapid prototypes, information architecture, define use cases, epics, user stories, and metrics. Designed for various mediums, including platforms, services, and responsive mobile apps.
- Conduct and synthesise foundational quantitative and qualitative research, usability, and customer feedback studies.
- Guide visual design, including streamlined templates and components.
- Regular formal and informal presentations to leadership and extended team.
- Communicate with the team throughout the product design and development process.

- Coordinate with Agile scrum masters, and oversee the end-to-end delivery process: design, development, vendors, partners, and QA to ensure continuity of the vision and excellence in delivery, customer onboarding, and post-launch continuous improvement.
- Define scope, budgets, project plans, and track burn rate and progress. Create SOWs.
- Learn new domains quickly and strive for a deep understanding of the market.
- Develop capabilities on emerging technologies such as blockchain and artificial intelligence (AI).

Consultancy Operations and Business Development

- Manage operations, oversee investments and P&L, and run fiscal projections.
- Develop B2B partnerships and vendor relationships.
- Hire and manage the cross-functional team and vendors.
- Responsible for customer acquisition and pre-sales.

March 2020 - Feb 2021

Luma Ventures™ • Startup Incubator

Founder, Product Leader and Customer Experience

Hula|Pay™ • Contactless payment platform, FinTech startup

Founder, Product Leader and Customer Experience

Rewind to March 2020 – COVID shutdowns. Retail and hospitality businesses that couldn't adapt were closing their doors. Inspired by the uncertainty, I saw this as an opportunity. By the late spring of 2020, HulaPay was born and launched in multiple pilot commercial environments. HulaPay was one of the first contactless payment platforms for retail and hospitality in the US; what distinguished us is that it could integrate with retailers' existing point-of-sale (PoS) systems.

In this role, my responsibilities included:

- Conducted ongoing industry and competitive analyses to obtain market insights. Kept current on emerging trends and grew knowledge of the industry and risks.
- Identify, explore, and develop new solutions toward the long-term customer experience ambition.
- End-to-end product ideation, design, and launch. Revenue modeling. Customer onboarding.
- Conducted customer feedback and updated the platform for performance and reliability.
- Value proposition definition, market opportunity research, market trends, product management, MVP definition, market testing, and partnership development.
- Product management, including the roadmap and payment rail definition, integrating with existing PoS systems.
- Ran QA and oversaw SaaS development, ensuring continuity from idea to definition and build.
- Oversaw customer onboarding and adoption. Conducted analytics tracking and insights. Used qualitative and quantitative data in decision making, continuous improvements, and product performance optimisation.

InstantVR™ • 3D / VR creator platform, VR startup

Founder, Product Leader and Customer Experience

Create your own 3D experiences and share them with your friends. I created InstantVR – bringing the world of creation in 3D/VR to the hands of everyday people. In this role, my responsibilities included:

- End-to-end product creation and delivery. Ideated, designed, and launched the product MVP
- Defined value proposition, researched market opportunity, defined product-market fit, and conducted revenue modelling. Budget management.
- Product management and partnership development. Oversaw QA and development
- Led customer acquisition and onboarding
- Ran post-launch customer feedback, testing, and product updating

June 2016 - Sept 2018

Philips • HealthTech

Strategic Design Director, Digital Transformation, Americas.

I was hired to co-lead the digital transformation division supporting B2B enterprise customers. I helped generate comprehensive solutions focused on driving sales, acquiring new customers, retaining existing customers, and building brand loyalty. In this role, my responsibilities included:

- Led engagements to transform customer strategic initiatives and maximise impact.
- Facilitated innovation workshops and strategic decision-making and clarified vision with executives at large-scale healthcare organisations, including public-private partnerships, service providers, and medical device manufacturers across North America, South America, and Europe.
- Defined engagement and delivery models and coordinated with business units (BUs) and sales regarding our products and services to create comprehensive digital solutions for enterprise customers.
- Assessed and coordinated external partners, vendors, and suppliers with procurement.
- Assessed and re-allocated infrastructure and product portfolio compared to market needs, competitive landscape, and the organisation's capabilities.
- Defined project scopes, budgets, and project plans. Defined financial projections.
- Resourced and led internal delivery teams, tracked burn rate, led research, analysed data, and uncovered insights from the market, clients, and subject matter experts (SMEs).
- Created customer journey, multi-channel service blueprint and playbook incorporating data insights, customer needs, opportunities, efficiency potentials, and data usage (right time, right place) for maximum value. Program and project management.
- Prioritised and managed use cases, user stories, epics, and bug backlog.
- Collaborated with executive suite, engineering, sales, marketing, design, and project management.
- Defined the digital transformation offering and the specific internal shifts needed to get there.
- Resourced and led internal delivery teams, tracked burn rate, led research plans with SMEs and nationwide on-site visits, synthesised data, and uncovered insights.

2011 - 2014

Mad*Pow • Design Agency

Director, Experience Design and Strategy

In my tenure as an Experience Design Director, the agency grew from 15 to 60 employees.

In this role, my responsibilities included:

- Collaborated with other leaders on the agency's strategic direction and planning.
- Supported in a pre-sales capacity, client engagement, and account growth
- Client point-person; directed teams for the successful delivery of enterprise products
- Recruited, hired and mentored team members
- Collaborated with the client team to define the product vision and project scope
- Created project plans, resourced cross-functional teams, made presentations, defined project budgets, and tracked burn rates.

Experience Design responsibilities:

- Proven track record of creating beautiful, cohesive and meaningful design
- Hands-on with UX activities, creation, and deliverables, including user research, competitive analysis, process flows, journeys, information architecture, wireframes, detailed designs, scenarios, and storyboards.

2007 - 2011

Autodesk • Software Leader

Senior Experience Designer

Global UX Unification Initiative

This was my first opportunity to run a high-profile, global initiative. My responsibilities included:

- Led and ran project management and coordinated the five flagship product teams globally.
- Balance: pushing the envelope, modernising customer expectations, and ensuring to maintain the user base of tens of millions, and monitored market response.
- Led unification and successful delivery of the renewed, global product suite.
- Defined scenarios, information architecture, user flows, wireframes, personas, and storyboarding.
- Led and synthesised usability studies and user research
- Collaborated closely with product management, helping to define roadmaps and release focus.

AutoCAD Next Generation Tiger Team Innovation

The C-suite selected me to join a small tiger team to help redefine AutoCAD.

My responsibilities included:

- Collaborated with fellow designers. Explored and proposed new use cases for the company's flagship AEC platform, leveraging the technology and the legacy user base to stay competitive against new entrants.

2004 - 2007

Pegasystems • Enterprise software solutions

Senior Solutions Architect

Upon the CRM foundation layer, I designed the SaaS verticals for call centres for customer service, fraud, disputes, and collections, driven by business rules and an adaptive decision system.

My responsibilities included:

- Detailed requirements and business analysis, analysed Visa and Mastercard regulations to define business rules and guide the decision engine.
- Created use cases, leveraging UML best practices. Defined user and screen flows, customer journeys, wireframes, personas, storyboards, information architecture, and systems design
- Managed user stories and bug backlog in Jira. Maximised value through prioritisation, due diligence, and defining epics
- Collaborated with a technical data architect to enable feasibility from the Core to the front end.

Additional Experience

Design Patent

Staples Inc • Lead Designer

Design Patent

Customer Relationship Management (CRM) system • Contributor

Pending Patent

Author • 3D / Augmented Reality Platform • Lead Designer

Reproductive Health Platform, Startup

Founder, Product Strategy and Design

Texas Instruments

Mobile Education Platform • Experience Designer

General Motors

In-Vehicle Navigation System • Experience Designer

IXDA Conference

Interaction Design Association (Dublin, Ireland) • Speaker

UPA Conference

Usability Professionals Association (Boston, US) • Speaker

US Olympic Team

2018-20 US Sailing Team Athlete, and Contender for the Tokyo 2021 Olympic Games

International Background

Unrestricted ability to work in the US and EU. Resided in Asia, Europe, and the US.

Certifications

Product Management Certification Course

280 Group – 2022

MIT, Blockchain Technologies: Business Innovation and Application

Massachusetts Institute of Technology, Executive Program – 2022

Product Strategy | Business Strategy | Brand Strategy | The Complete Manager

Section School, 2021 - 2023

Education

Mini-MBA, Artificial Intelligence (AI) for Business

Section School – 2023

Harvard Business School Cambridge, MA

Business Strategy, Executive Education.

Carnegie Mellon University Pittsburgh, PA

Double BFA, Industrial Design, & Human-Computer Interaction.

Matriculated at both the School of Fine Arts, and the School of Computer Science.

Thank you for your time!

Get in touch, let's work together.

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