

# MAX AVILA

## Digital Strategist & Product Manager

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### SUMMARY

I am a digital strategist and product manager with nearly a decade of experience leading user-centered digital transformations. Passionate about building meaningful, lasting products that solve real-world problems, I bring a strong track record in human-centered design, cross-functional leadership, and product innovation. With the ability to flex across strategy, design, and implementation, I bridge the gap between vision and execution, ensuring seamless product development from ideation to launch. I am eager to transition my extensive digital consulting experience into an in-house role where I can drive the end-to-end product lifecycle and create lasting impact.

### EXPERIENCE

#### PwC | Experience Center

New York, United States

The Experience Center is PwC's digital transformation consultancy group - a specialized team of strategists, UX/UI designers, and technologists focused on delivering user-centric digital products and experiences for Fortune 500 companies.

#### Experience Strategy Manager

06/2022 - 05/2024

- Developed enterprise-wide digital strategies that improved customer satisfaction, drove adoption/retention, and grew revenue.
- Translated strategic opportunities into clear design direction, leading UX/UI teams to develop wireframes, prototypes, and design systems that have resulted in over 60% improvements in usability.
- Aligned stakeholders across complex organizations to drive iterative product and program roadmap ideation and optimization.
- Delivered \$1.5M in consulting projects - managing cross-functional teams of strategists, UX/UI designers, and technologists.
- Drove \$4.45M in business development through strategic RFP responses, including contracting, scoping, and resource planning.
- Mentored 6 strategists as an official career coach, resulting in several promotions within PwC's competitive advancement cycle.

#### Senior Experience Strategist

01/2019 - 06/2022









- Managed teams and vendors to conduct both large and small scale quantitative, qualitative, and market research studies.
- Designed and facilitated 200+ hours of usability tests to assess current state experiences and validate new prototypes/concepts.
- Translated user research into actionable product requirements and managed the continuous refinement of product backlogs.
- Designed and facilitated cross-functional collaborative workshops - in-person, virtual, and hybrid - to align stakeholders, accelerate project delivery, and foster innovative ideation.

#### Experience Strategist

10/2016 - 01/2019

- Executed current state assessments of pre- and post-authenticated digital experiences, across both web and mobile apps, analyzing site heuristics, accessibility, SEO, site analytics, social media, and competitive positioning.
- Conducted ethnographic research, including user interviews & field observations, to inform product development strategies.
- Developed comprehensive documentation of current and future state user experiences, including customer/employee journeys, service blueprints, and personas, with a focus on data-driven storytelling and interactive assets.

### KEY ACHIEVEMENTS

 <b>Crisis-Response Digital Platform</b> <p>Delivered a new app for a U.S. credit bureau in under five months, helping millions secure their profiles post-crisis. This led to a \$1.5M contract extension for Phase 2 work.</p>	 <b>Unified Digital Ecosystem</b> <p>Led the usability workstream to consolidate four siloed services into a single user platform for a U.S. credit bureau, achieving a 64% improvement in usability.</p>
 <b>Product Innovation</b> <p>Developed strategy, branding, and mock-ups for a new PwC product for finance and risk executives, projected to generate \$6M-\$25M in revenue over five years.</p>	 <b>Website &amp; Information Architecture (IA) Redesign</b> <p>Redesigned IA and 20 templated pages for 300+ screens for a financial exchange website, improving usability by 35% and boosting retention by 16%.</p>
 <b>Service Design at Scale</b> <p>Designed an interactive service blueprint in Figma for a B2B tech firm, detailing 12 optimized touchpoints, 100+ enabling capabilities, and supporting business cases to improve customer and employee experiences.</p>	 <b>"White Glove" Experience Vision &amp; Roadmap</b> <p>Defined a future-state vision and 5-year roadmap with 180+ digital service opportunities to extend a wealth management firm's "white glove" experience into digital.</p>
 <b>Collaboration Design &amp; Workshop Facilitation</b> <p>Designed &amp; facilitated a collaborative workshop for 80+ cross-organization stakeholders of a utility provider, helping deliver months worth of work in only 2 days.</p>	 <b>Rapid Digital Ecosystem Assessment</b> <p>Conducted a comprehensive heuristic, accessibility, and competitive evaluation for a quick-service restaurant's web &amp; purchase funnel experiences in just three weeks.</p>

# SKILLS

## Product Strategy & Management

Digital Product Development, Roadmap Planning, Product Lifecycle Management, Product Innovation, Digital Strategy

## Human-Centered Design

UX Research, Usability Testing, Journey Mapping, Personas, Prototyping, Design Thinking, Data Driven Insights

## Leadership & Collaboration

Cross-Functional Team Leadership, Stakeholder Alignment, Mentorship, Workshop Design & Facilitation

## Tools & Methodologies

Agile Methodologies, JIRA, Figma

# EDUCATION

B.S. in Business (Concentration in Finance & Marketing)

## New York University | Leonard N. Stern School of Business

- Minor in the Business of Entertainment, Media, and Technology
- **Accolades** | Captain of NYU's Cross Country & Track team, Dean's List, Intercollegiate Athletics Committee's Honor Roll, Student-Athlete Academic Honor Roll, UAA All-Academic Honor

# PASSIONS

 <b>2x Ironman Triathlete</b> Endurance, resilience, and focus are core to both my personal and professional life.	 <b>Adult Fan of Lego (AFOL)</b> Paid Lego M.O.C. designer with a lifelong passion for building, creativity, and problem-solving.	 <b>Open Water Scuba Certified</b> Perpetual drive to embrace new challenges and explore the unknown.
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