

DUANE GAYLE

Senior UX Leader • Product Strategy • AI-Accelerated UX • Enterprise Design Systems

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SUMMARY

Senior UX and Product Strategy leader with deep hands-on design craft, equally strong as a player and a coach. I specialize in multi-product enterprise ecosystems, Lean UX, AI-accelerated workflows, and design system governance. I simplify fragmented experiences across large SaaS ecosystems (Salesforce, SAP, Oracle) and custom enterprise applications, driving measurable UX outcomes at global scale.

Adept at building ProductOps, DesignOps, and ResearchOps foundations that enable faster discovery, clearer decision-making, and validated product delivery. Known for elevating product organizations by unifying UX, product, engineering, and AI into a cohesive operating model.

A true hybrid designer-strategist, I stay hands-on with visual design, interaction flows, prototypes, and usability testing, while also leading teams through vision, systems thinking, and cross-functional orchestration. Experienced in designing and deploying Microsoft Copilot and Power Platform solutions, integrating Azure OpenAI into enterprise workflows, and coaching teams on secure, responsible, high-impact AI usage.

CORE SKILLS

Enterprise UX & Product Strategy

- Multi-Product Ecosystem Design (Salesforce, SAP Fiori, Oracle Redwood, Fluent UI)

- Experience Architecture, Interaction Design, Workflow Simplification, Journey Mapping & Service Design
- AI-Accelerated Discovery, Synthesis & Prototyping (GenAI tools like Chat GPT Enterprise, MS Copilot Studio)
- KPI Definition, UX Analytics, Behavior Insights

Lean UX, ProductOps, ResearchOps, & DesignOps

- ProductOps, Lean UX Loops, Outcome-Driven Roadmaps
- DesignOps, Rapid Hypothesis Testing & User Validation
- ResearchOps, Participant Strategy, Usability Testing, Ethnographic Research, Heuristic Evaluations
- User Research, Concept Testing, Unmoderated Studies

Design Systems & Visual Design

- Multi-Brand / Multi-Platform Design Systems (Systems of Systems)
- Component Libraries, Patterns, and Interaction Models
- Accessibility, Responsive Design, Inclusive Design, Localization, Cross-team Standardization

Leadership, Collaboration & Delivery

- Technical Integration Architecture, DevOps Alignment
- Cross-Functional Facilitation (Product, Tech, Executive Workshops)
- Global Scale Delivery (Experience with 233+ Territories)

Automation & AI

- AI Ethics, Trust & Transparency Patterns
- Microsoft Copilot Studio (custom copilots, agentic workflows, orchestration, connectors)

- Copilot for M365 (Teams, Outlook, SharePoint, Office apps)
- Azure OpenAI integration with Power Automate & Power Apps
- Prompt engineering for enterprise workflows (instructions, grounding, guardrails)
- Copilot adoption enablement across product, business, and tech teams
- GPT-4 / GPT-4o / GPT-5o
- Agentic AI Workflows
- AI Governance & Security

Tools

Figma, Pendo, Aha!, Adobe CC, Miro, Jira, Confluence, UXPin, Microsoft Copilot Studio, ChatGPT, GA4, App Insights, Azure (ADO), Sketch, Axure, HTML/CSS/React/Angular

EXPERIENCE

PwC - Senior UX / Product Strategy Consultant (U.S. Advisory - Contractor)

2025 – November | Global Orchestration Platform Redesign + Team AI ProductOps

Brought in to evaluate and redesign PwC's global engagement orchestration platform (250k+ users) after a re-org and leadership transition. Led end-to-end UX strategy, visual/interaction redesign, AI enablement, and product team maturity uplift across ProductOps, DesignOps, and ResearchOps.

Key Achievements

- **Diagnosed low adoption through a full end-to-end heuristic evaluation**, uncovering critical UX gaps across the full engagement lifecycle for client facing staff; partnered with leadership to prioritize fixes that led to a significant lift in adoption and task completion rates within months.

- **Redesigned the platform's key journeys and UI flows**, focusing on cross-system handoffs for over 12 systems and table stakes issues like manual duplicate data entry, and fragmented workflows across multiple business units, resulting in clearer navigation, reduced cognitive load, and measurable reduction in user error rates.
 - **Led hands-on visual and interaction design** for the most complex flows, guiding designers in elevating component quality, strengthening the design system, and applying modern AI design best practices for contextual guidance, trust, and transparency.
 - **Created the future-state experience vision** for PwC's AI-enabled orchestration system, defining a unified experience architecture and multi-system workflow model that shaped the next year of product direction.
 - **Re-established ResearchOps after the research team was rolled off**, designing lean, AI-assisted user research and validation practices and team upskilling; conducted and facilitated iterative usability testing with client-facing staff that directly informed prioritization and design decisions including improved templates and guides.
 - **Built and rolled out an AI-Accelerated Lean UX Framework and Playbook**, providing product managers and designers with repeatable methods for rapid discovery, problem definition, multi-solution exploration, and evidence-based decision making.
 - **Developed and delivered training and coaching programs** for product owners, designers, and engineers, raising UX and product maturity firmwide and becoming a trusted ProductOps advisor across multiple ARTs.
 - **Partnered with DevOps to optimize design → development handoff**, implementing Figma Dev Mode workflows, automated AI driven component specs, and sprint-side collaboration that reduced rework and improved delivery consistency.
 - **Overhauled Pendo analytics and governance plan / team**, rebuilding tagging, segmentation, and governance to establish clear UX metrics for adoption, engagement, and feature success, enabling measurable UX outcomes aligned to real business goals. This included establishing a process and team across customer success, tech support, and product / design.
 - **Developed and integrated enterprise copilots** using Microsoft Copilot Studio and Azure OpenAI—designing agentic workflows, Power Platform automation, prompt frameworks, and team-ready governance while training product, design, and engineering groups to embed Copilot into discovery, prioritization, and delivery workflows.
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PwC - Global UX/UI Director, Enterprise Applications (Full-Time Employee)

2020 – 2024 | Global Enterprise Applications (233 Territories)

Directed UX strategy, visual / interaction design, and multi-product experience modernization across PwC's Global Enterprise Applications (GEA), supporting tax, audit, and advisory teams worldwide. Owned UX leadership for UX simplification of experience across Salesforce, SAP, Oracle, risk systems, planning/pricing tools, team management apps, and custom engagement lifecycle platforms used by users in 233 territories across the global network.

Key Achievements

- **Transformed the end-to-end engagement setup experience**, redesigning the high-friction gap between Salesforce and financial systems (SAP/Oracle), enabling automated project code creation and reducing setup time from weeks to **near-instant for 90% of engagements**, saving the firm millions annually.
- **Led UX strategy and design for a unified multi-system orchestration layer**, simplifying workflows across opportunity creation, risk procedures, planning, pricing, engagement setup, and project closure, significantly improving global adoption and user clarity.
- **Co-created PwC's Global Design System of Systems**, aligning Salesforce Lightning, Microsoft Fluent, SAP Fiori, Oracle Redwood, and PwC brand standards into a cohesive enterprise design practice that improved consistency, accessibility, and engineering velocity.
- **Established the Lean UX Centre of Excellence (LUXCE)**, maturing DesignOps, ResearchOps, content standards, and experience governance across global product teams; embedded Lean UX, continuous discovery, and measurement frameworks into SAFe (scaled agile) ARTs (agile release trains).
- **Rebuilt ResearchOps from the ground up**, establishing empathy as table stakes and user validation as cadence practice by integrating lean usability testing into QA teams and cycles while securing additional funding for more testing staff after demonstrating measurable improvements in error rates and task success.
- **Modernized complex risk management and compliance applications**, applying usability testing, interaction redesign, and human-centered AI patterns to improve clarity, reduce drop-offs, and strengthen cross-functional alignment between global practice leaders.

- **Partnered with engineering, DevOps, and platform leads** to standardize handoffs, implement Figma-based component specifications, and streamline delivery workflows across dozens of product teams undergoing a waterfall → agile → SAFe transformation.
 - **Led design and vision for the Global Business Process Navigator**, a dashboard system enabling transparency into the entire engagement lifecycle, eliminating ambiguity around opportunity/engagement status and improving operational decision-making.
 - **Acted as a global mentor and coach**, running workshops, lunch-and-learns, and training programs on Lean UX, outcomes over outputs, AI-enhanced design practices, and product discovery, raising UX and product maturity across the entire organization.
 - **Championed early adoption** of Microsoft Copilot and Power Platform, defining prompting standards, workflow integration patterns, and governance while orchestrating Azure OpenAI + Copilot Studio capabilities to support global UX modernization.
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PwC — Senior Experience Designer / Digital Transformation Consultant (Full-Time Employee)

2012 – 2020 | Client-Facing Consulting Across Multiple Industries

Led UX strategy, research, and digital transformation for Fortune 500 and government clients across energy, financial services, healthcare, consumer products, and technology. Played hybrid roles (UX Designer, Product Owner, BA, Scrum Master, Transformation Lead), but always operated from a user experience and outcomes-first perspective—turning complex, multi-stakeholder environments into intuitive, validated, measurable solutions.

ENERGY, OIL & GAS, UTILITIES

Devon Energy • Pioneer Natural Resources • Duke Energy • Entergy

- Conducted deep **ethnographic research in oil fields, gas pipelines, and plant operations**, translating real frontline workflows into redesigned mobile and dashboard experiences.
- Modernized field operations tools (mobile suite of applications), increasing task accuracy, user adoption, and reducing time-on-task by **30–50%** across inspection, safety, and scheduling workflows.
- Served as the connective tissue between frontline workers, IT, branding, and C-suite leaders, turning field insights into enterprise system requirements that shaped multi-year transformation roadmaps.

FINANCIAL SERVICES, FINTECH, INSURANCE

Eli Lilly, U.S. Bank, MassMutual, Intuit (TurboTax), FedEx Credit, CA Technologies

- Delivered UX redesigns for banking, tax, investment, and risk management tools, improving navigation clarity, reducing user errors, and increasing completion rates across high-stakes financial workflows.
- Led Lean UX discovery and design teams for fintech automation tools, revealing critical experience gaps and helping clients re-architect onboarding and transactional journeys.
- Partnered with engineering to translate complex financial data structures into intuitive dashboards and decision-making interfaces.

TECHNOLOGY, EMERGING TECH, GOV, CONSUMER PRODUCTS

Google for Work • HP • Adobe • Motorola • (U.S. Nuclear Programs - NNSA, NRC) • AT&T • Comcast • Safeway • Pioneer • Callaway Golf

- Ran usability labs at Google for Work for enterprise collaboration tools, informing product roadmap decisions and simplifying cross-team workflow steps.
- Redesigned complex monitoring dashboards and automation systems for DevOps and engineering teams, turning opaque data models into actionable experiences.
- Led UX design for high-security government dashboards (nuclear regulatory programs), introducing interaction patterns that improved clarity and reduced cognitive load for analysts.
- Delivered consumer-facing mobile and web experiences in retail, telecom, and logistics, improving engagement, self-service success, and brand consistency.

PRACTICE LEADERSHIP & TRANSFORMATION

- Introduced **Lean UX and continuous discovery** into PwC consulting projects before it became industry standard, reducing rework, shortening delivery cycles, and improving cross-functional alignment.
- Facilitated client workshops, design sprints, and product definition sessions; trained client teams in design thinking, Lean UX, and agile collaboration.
- Served as a thought leader and internal coach, co-delivering training that helped shape early SAFe Lean UX practices and accelerating the firm's design maturity.

- Produced high-precision visual design, interaction patterns, and rapid prototypes for every engagement, bridging strategy with hands-on craft.

MEASURED IMPACT

- Improved task efficiency on redesigned tools by **30–70%** (varied by client & workflow).
- Increased adoption of modernized applications across multiple industries (specific metrics available upon request).
- Reduced delivery time on redesign projects by **25–40%** through Lean UX methods and tighter design–engineering collaboration.
- Translated research insights into high-confidence product decisions, reducing stakeholder churn and eliminating costly redesign cycles.

REPRESENTATIVE CLIENTS

- Lilly, Google, Intuit, CVS, FedEx, U.S. Bank, American Red Cross, Adobe, Motorola, NASA, AT&T, MassMutual, Devon Energy, Pioneer Natural Resources, Duke Energy, Entergy, Comcast, HP, CA Technologies, Bose, CBRE, SPX, The World Bank, Safeway, GM, and others.

BearingPoint - Senior UX Designer / Engineer

2008 – 2012 | Multi-Industry Digital Product Design

Delivered UX strategy, interface design, and workflow engineering for enterprise and mid-market clients across telecom, finance, healthcare, real estate, insurance, and media. Combined hands-on research, prototyping, and UI engineering to modernize legacy systems and launch new digital experiences.

Key Achievements

- **Redesigned high-traffic telecom portals and CMS platforms**, improving navigation clarity and reducing support tickets by **20–30%** through usability testing insights and interaction refinements.
- **Led UX for a major medical/librarian knowledge platform**, simplifying complex search, tagging, and content retrieval workflows, resulting in **40% faster lookup times**

for expert users.

- Built **custom design systems and reusable UI component libraries** for small and mid-market clients, reducing design + dev duplication and improving interface consistency across products.
 - Designed **web + mobile applications for finance, energy, and retail**, including dashboards, e-commerce flows, and operational tools that increased task efficiency by **25–50%**.
 - Conducted end-to-end UX delivery, research, wireframes, prototypes, and high-fidelity UI, ensuring smooth engineering handoff and reducing rework cycles by **30%**.
 - Modernized multiple enterprise portals and intranet platforms, improving employee adoption and self-service success rates using user-centered redesigns and streamlined IA.
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EDUCATION

College

- Bachelor Computer Science with Information Systems Concentration
- Minor in Music, University of Houston

Certifications

- NN/g Lean UX, Agile UX,
 - SAFe (scaled agile framework) Scrum Master
 - SAFe (scaled agile framework) Product Owner / Manager
 - SAFe (scaled agile framework) Leading Teams in SAFe
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COMMUNITY & CREATIVE WORK

Board Member – Rural Animal Rescue Effort (RARE)

Support rescue operations, digital strategy, and community outreach for R.A.R.E. (rural animal rescue effort) serving rural areas across Middle Tennessee. Advocate for responsible rescue,

adoption, and animal welfare. Proud guardian of six rescue dogs I helped rehabilitate after severe conditions.

Music Producer, Songwriter & Performer – Nashville, TN

Active independent producer and songwriter. Build full musical experiences, from composition to arrangement to performance, using many of the same principles behind strong product and UX design: discovery, iteration, emotional resonance, and storytelling.

Creator of “UX Yogi” – Leadership & Mindful Product Thinking

Author of the *UX Yogi* series blending Lean UX, AI-accelerated workflows, coaching, and the principles of yoga and meditation. Known for human-centered leadership, clear thinking under pressure, and teaching teams that design is as much about intention and awareness as it is about craft.

All of life is experience design... every interaction, every moment, every choice... and our job as designers is simply to shape those experiences with empathy, purpose, and craft.