

# JUAN LOZANO

Denver, CO | (303) 862-2262 | lozano.juancamilo@gmail.com | linkedin.com/in/lozanojc | iamjuanlozano.com

## ABOUT ME

I am a Product Design Director and innovation leader with over a decade of experience guiding design strategy, systems, and execution for some of the world's most influential technology brands. At Deloitte Digital, I lead design transformation programs for Google Cloud, YouTube, and Google Play, architecting design systems that scale globally and embedding AI into the design process itself. I bridge strategy, design, and technology to help enterprises transform AI innovation into scalable, human-centered products.

## EXPERIENCE

### **Deloitte Digital, *Product Design Director***

Jan 2019 - PRESENT

National leader within Deloitte's Digital Products & Innovation (DP&I) group, driving design transformation for enterprise clients.

- Lead Product Design & Creative Direction for one of Deloitte's largest technology accounts, Alphabet. Built and scaled a 27-person global design organization.
- Architected and operationalized design systems across global design & engineering teams at YouTube, Google Play, and S&P Global.
- Led AI design innovation sprints exploring multimodal interaction models and generative prototyping methods for Google Cloud.
- Regularly engaged with C-level executives to define new product visions, roadmaps, and design-led transformation strategies.
- Built mature design organizations by leading hiring, teaming, AI upskilling, and culture-building initiatives.

### **Dentsu Creative (formerly gyro), Associate Director, UX**

Sep 2015 - Dec 2018

Transitioned from UX Engineer to UX Leader, establishing cross-functional design processes and delivery models.

- Designed, managed and launched 6 corporate dot coms built on Kentico, AEM & Sitecore.
- Managed workflows, timelines, and budgets for UX deliverables across North America; established internal processes to manage design quality and delivery across teams.

### **Early Career Design Jobs, *UX Engineer, Digital Producer, Design Apprentice***

Sep 2012 - Dec 2014

- Apprenticed at boutique brand studio Angry+Bovine in Boulder (2012)
- Designed digital products for Factor 10 and produced digital campaigns at Crispin Porter+Bogusky (Domino's, Hotels.com).
- Developed hybrid skillset in UX design, front-end development, and creative production.

## SKILLS & EXPERTISE

GenAI Interaction Models, Frameworks & Prototyping

GenAI-led organizational transformation

Design System Architecture & Governance

C-Suite Alignment & Stakeholder Management

Product Strategy & Roadmap Definition

Design Asset Standardization & Tooling

UX Research for Concept Validation & Product-Market Fit

Innovation Facilitation

Workshop Facilitation

Design Maturity Development & DesignOps

C-Suite Communication

## EDUCATION

### **Boulder Digital Works at the University of Colorado, Boulder**

Designer-founder accelerator that develops creative talent through a rigorous curriculum in design thinking, technology, & marketing (2012)

### **University of Colorado, Boulder: Leeds School of Business**

B.S. in Business Administration (2010)