Victor Lombardi

Product Design and Management

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Summary

I help organizations make complex products more usable, more useful, and more successful.

My work sits at the intersection of UX and product management: understanding what customers need, figuring out what the business needs to achieve, and turning both into products that people can actually use.

Highlights:

- Climate Central's weather attribution map received over 4,000 appearances in the media, powered by a three person team.
- MetLife increased new business by $86 million and saved $177 million in operating costs over five years with a new insurance sales application.
- iLove tripled new subscriptions and subscription lifetimes with a new online dating app.
- Capital One increased underwriting efficiency by 40% and reduced regulatory-driven work by 88% across a $100 billion portfolio.

I'm particularly interested in senior roles involving: Product Strategy · UX Strategy · Product Design · Design Leadership · Product Management · Digital Transformation · Service Design · Innovation

I'm open to full-time, fractional, contract, and consulting opportunities, particularly with organizations working on complex products in financial services, insurance, technology, climate, and other domains where good design can have a measurable impact.

Experience

Product and Design Consultant; Cake & Arrow 2013 -Present

Cake & Arrow is a research, strategy, and design agency primarily working with financial services clients.

- Led design of a new insurance sales application for MetLife Japan forecasted to save $177 million in operating costs and increase new business by $86 million over five years.
- Coached a global Fortune 100 insurance company to adopt user-centered design and agile development.
- Redesigned an agent-facing insurance sales portal that increased sales 25%.

Head of Design, Commercial Credit; Capital One 2017-2020

Capital One Financial Corporation is the 12th largest bank in America and the 3rd largest issuer of credit cards. It is ranked 106th on the Fortune 500.

- I hired and managed a team of 17 to create a new commercial lending platform for managing a $100B credit portfolio which has increased underwriting efficiency by 40% and reduced regulatory-driven work by 88%.
- As part of the six-person technology leadership team I helped manage all aspects of the commercial lending software organization.
- My department worked with 36 cross-functional agile pods to create a process for continuous integration of lean customer research with agile development.
- Created an organizational structure pairing staff with agile pods overseen by three managers whom I managed.
- Instituted rapid processes for onboarding new team members to lean, agile, commercial banking, and our metrics framework.
- Active in a pro bono program to teach software engineering to middle school students.

Head of Product & Design; Nickel 2014-2016

A startup for generating personal financial plans, reducing a highly complex process to a simple questionnaire. My role encompassed business strategy, algorithm design, product design, and technical oversight. Following a lean process I developed 10 Javascript prototypes and evaluated them with potential customers to find product-market fit.

Head of Product & Design; iLove 2009-2014

iLove was a popular, first-generation European subscription-based online dating service. I joined as sales were declining rapidly, and hired a product team that turned the business around. We redesigned the website, moved to a new tech platform, and created an iPhone

app. Strategically we narrowed our focus on the DACH market. The relaunch resulted in tripling new subscriptions and subscription lifetimes with steadily increasing profit.

Product and Design Consultant; Roundarch 2007-2009

My role encompassed product development, UX design, and consulting team management for Citi, Avis, and American Express. Roundarch, an agency that designs and implements digital services for large organizations, is now part of the Dentsu group.

Design Manager; Rodale 2006-2007

Rodale, now part of Hearst Communications, was an American publisher of health and wellness magazines, books, and digital properties such as Men's Health and Runner's World. I developed two subscription-based online diet and exercise services, working with physiologists to develop algorithms that automatically adjust meals and workouts. I hired and managed designers, and acted as liaison with an outsourced technical firm.

Product and Design Consultant; Management Innovation Group 2004-2006

I provided product development consulting for the New York Times, AARP, Federal Reserve Bank of New York, Reuters, Elsevier, and Rodale. My work included business development, client management, new product development, and product development training.

Education

New York University

Masters Degree, Music Technology

Rutgers University

Bachelors Degree, Journalism and Mass Media

University of Virginia

Certificate, Business Strategy

Awards and publications

- Webby award for the design of Tolerance.org for the Southern Poverty Law Center.
- Author of the book Why We Fail: Learning from Experience Design Failures published by Rosenfeld Media. The book includes ten case studies investigating how customer experience problems caused products to fail in the marketplace, as well as a suggested methodology for how to incorporate lessons learned.