

DUANE GAYLE

Senior UX Player-Coach • Product Strategy • AI-Accelerated UX

Nashville, TN • duane.gayle@gmail.com • 615-428-7035

www.duanegayle.com • LinkedIn.com/in/duanegayle

SUMMARY

Senior UX and Product Strategy leader with deep **hands-on design craft** and proven **player-coach**. I specialize in multi-product enterprise ecosystems, Lean UX, AI-accelerated workflows, and large-scale design system governance. I simplify complex, fragmented experiences across enterprise platforms (Salesforce, SAP, Oracle, MS Power Platform) and custom applications—driving measurable outcomes at global scale.

I build ProductOps, DesignOps, and ResearchOps foundations that enable teams to discover faster, decide smarter, and deliver confidently. A hybrid designer-strategist, I stay hands-on with **visual design, interaction flows, prototyping, user research, and AI production workflows**, while leading teams through vision, systems thinking, and cross-functional orchestration.

Experienced in designing and deploying Microsoft Copilot and Azure OpenAI solutions, enabling responsible, secure, high-impact AI usage across product, design, and engineering teams.

CORE SKILLS

Enterprise UX & Product Strategy

Multi-Product Ecosystems (Salesforce, SAP Fiori, Oracle Redwood, Fluent UI) • Experience Architecture • Interaction Design • Workflow Simplification • Journey Mapping & Service Design • QA/UAT Integration • AI-Accelerated Discovery & Prototyping

Lean UX, ProductOps, DesignOps & ResearchOps

Lean UX Loops • Outcome-Based Roadmaps • Rapid Hypothesis Testing • Usability Testing • Ethnographic Research • Heuristic Evaluations • Participant Strategy • Continuous Discovery

Design Systems & Visual Design

Multi-Brand Systems of Systems • Tokens • Components • Patterns • Accessibility • Responsive Design • Localization • Engineering Alignment

Leadership & Orchestration

Team Coaching • Executive Facilitation • Cross-Functional Alignment • DevOps + Design Handoff • Organizational Change

Global Delivery Across 233+ Territories

Automation & AI

Microsoft Copilot Studio • Agentic Workflows • Azure OpenAI Integration • AI Governance • Prompt Design • AI Ethics • Responsible AI Patterns

Tools

Figma • Pendo • Aha! • Adobe CC • Miro • Jira • Confluence • UXPin • App Insights • GA4 • ADO • Power Platform • HTML/CSS/React/Angular

EXPERIENCE

PwC — Senior UX / Product Strategy Consultant (Contract)

2025 – Nov 2025 | Global Orchestration Platform + AI ProductOps Transformation

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

Key Achievements

- Conducted a full end-to-end heuristic evaluation identifying critical UX gaps and adoption blockers; fixes drove **significant increases in adoption, clarity, and task completion**

within months.

- Personally redesigned the platform's **core journeys and flows**, solving cross-system handoffs across 12+ platforms and reducing cognitive load and user error rates.
- Served as **player-coach**, leading hands-on visual + interaction design while elevating system-level design patterns and component quality.
- Defined the future-state, AI-enabled **experience architecture** used to guide the next year of product direction.
- Re-established ResearchOps using AI-assisted methods; led and facilitated iterative usability testing with client-facing staff.
- Built an **AI-Accelerated Lean UX Framework & Playbook** used by product, design, and engineering teams.
- Delivered training programs that boosted UX and product maturity across multiple ARTs.
- Partnered with DevOps to improve handoff via Figma Dev Mode, AI-generated specs, and sprint collaboration.
- Rebuilt Pendo analytics and governance, enabling clear UX KPIs and adoption metrics.
- Designed and deployed enterprise copilots using MS Copilot Studio + Azure OpenAI, including agentic workflows and responsible AI guardrails.

PwC — Global UX/UI Director, Enterprise Applications

2020 – 2024 | Global Enterprise Applications (233 Territories)

Directed UX strategy, created **hands-on visual/interaction designs**, and led multi-product experience modernization across PwC's global applications for tax, audit, and advisory.

Key Achievements

- Led redesign of the Salesforce → SAP/Oracle engagement setup gap, reducing setup time **from weeks to near-instant for 90% of engagements**, saving millions annually.
- Architected a unified orchestration layer simplifying opportunity creation, risk, planning, pricing, engagement setup, and closure, dramatically improving clarity and global

adoption.

- Co-created PwC's first **Global Design System of Systems**, aligning Salesforce Lightning, MS Fluent, SAP Fiori, Oracle Redwood, and PwC brand.
- Founded the **Lean UX Centre of Excellence (LUXCE)**, embedding discovery, testing, and measurement into SAFe ARTs worldwide.
- Rebuilt ResearchOps; integrated lean usability testing into QA cycles and secured additional staffing through proven ROI.
- Modernized risk and compliance applications using usability testing and AI-based interaction patterns.
- Partnered with engineering to standardize handoff and delivery workflows.
- Designed and led the **Global Business Process Navigator**, improving lifecycle transparency.
- Acted as global mentor and coach on Lean UX, outcomes, continuous discovery, and AI-enhanced design practices.
- Championed enterprise adoption of Microsoft Copilot and Azure OpenAI.

PwC — Senior Experience Designer / Digital Transformation Consultant

2012 – 2020 | Fortune 500 + Government Client Projects

Led UX design (**hands-on interaction/visual hifi design**), strategy, research, and product transformation across energy, finance, healthcare, consumer products, government, and technology. Operated in hybrid roles (UX, PO, BA, Scrum Master), always grounded in user experience and measurable outcomes.

Energy, Oil & Gas, Utilities

Devon Energy • Pioneer • Duke Energy • Entergy

- Conducted deep ethnographic research in oil fields, gas pipelines, and plants; translated frontline workflows into modern mobile + dashboard tools.

- Increased task accuracy and reduced time-on-task **30–50%** across safety, inspection, and scheduling.
- Unified field + C-suite perspectives into multi-year transformation roadmaps.

Financial Services, Fintech, Insurance

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

- Redesigned banking, tax, risk, and investment workflows; improved clarity, reduced errors, and lifted completion rates.
- Led Lean UX discovery for fintech automation, improving onboarding and decision workflows.
- Translated complex data structures into intuitive dashboards.

Technology, Gov, Consumer + Enterprise

Google for Work • HP • Adobe • Motorola • NNSA • NRC • AT&T • Comcast • Safeway • Callaway

- Ran usability labs for Google for Work; insights shaped roadmap decisions.
- Redesigned engineering dashboards and automation systems for DevOps teams.
- Built high-security, intuitive dashboards for nuclear regulatory programs.
- Delivered consumer-facing mobile + web experiences with measurable adoption lifts.

Practice Leadership

- Introduced Lean UX and continuous discovery into PwC years before industry adoption.
- Facilitated workshops, sprints, and definition sessions; trained client teams in Lean UX + agile collaboration.
- Delivered hands-on UI design, prototyping, and interaction patterns for every engagement.

PwC — Senior UX Designer / Engineer

2009 – 2012 | Multi-Industry Digital Product Design

Key Achievements

- Redesigned telecom portals and CMS platforms, reducing support tickets **20–30%**.
- Led UX for a medical/librarian knowledge platform; improved expert lookup time **40%**.
- Built custom design systems for mid-market clients.
- Delivered end-to-end UX for finance, energy, and retail applications (task efficiency lift **25–50%**).
- Produced research, wireframes, prototypes, and hi-fi UI; reduced engineering rework **30%**.
- Modernized enterprise intranets and portals for improved employee self-service.

EDUCATION

B.S. Computer Science, Minor in Music — University of Houston

NN/g Lean UX

SAFe Scrum Master

SAFe Product Owner / Manager

SAFe Leading SAFe

COMMUNITY & CREATIVE WORK

Board Member — Rural Animal Rescue Effort (RARE)

Support rescue operations, digital strategy, community outreach. Proud adopter of six rescue dogs I helped rehabilitate.

Music Producer, Songwriter & Performer

Nashville-based producer and songwriter. I apply UX principles to the music creation process as well (written articles on the subject)—discovery, iteration, emotional resonance—to music production and storytelling.

Creator of “UX Yogi” Series

Blend Lean UX, AI-accelerated workflows, coaching, and mindfulness. Teach teams that strong design comes from presence, awareness, and intention.

“All of life is experience design—every interaction, every moment—and our job is to shape it with empathy and purpose.”