



Nicholas K. Jayanty

Design Research | Strategy | Ops
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Recent Highlights

Reduced time to productive use **from 195 hours to 2 hours** by launching self-service onboarding initiative for IBM Multi-cloud Management Platform.

Created a cross functional working group to drive design transformation accelerating a net new feature's **time to market by 3x**.

Reduced time to next UX iteration by 77% through operationalizing an evidence based design process.

Big Wins

Material contributor to \$500 million Euro project, Project Cirrus an IBM + Vodafone Joint Venture.

Developed joint-operating model and 'service design sandbox' to pilot operating model. Created new job roles to support operating model and staffing model for venture.

Facilitated UX and Service Design workstreams to bring IBM and Vodafone teams to collaborate using enterprise design thinking and agile frameworks to transform a waterfall software lifecycle in a multi-cloud environment.

Work Experience

2018 – Current

Design Research & Strategy Lead | IBM

Multi-cloud Management Platform, Global Technology Services

Lead Design Research & Strategy practice for IBM Multicloud Management Platform and product suite including IBM Cost and Asset Management, IBM Enterprise Marketplace, IBM AIOps, and IBM DevOps Intelligence.

Co-Created standardized set of personas in use across a 600 person business unit in collaboration with IBM 'top sellers' as well as adoption of self-service research practice to enable 16 person design team to contribute to research activities.

Lead Enterprise Design Thinking Transformation for Multicloud Management Platform

Design Thinking Facilitation – lead over 20 client facing and internal enterprise design thinking workshops.

2017 – 2018

Design Researcher | IBM

Design for Offerings, Global Business Services

Field researcher for IBM Offering Accelerator driving go-to-market for \$100 million offerings. Offerings incubated in program outperform other IBM Services offerings by 8x.

Lead Design Research Program for Cognitive Buying Assistant, a machine learning driven procurement tool.

2016 – 2018

Design Research & Service Design | United States Geological Survey, ShakeAlert

Lead Design Research Program for ShakeAlert, includes persona development and journey mapping workshop series with 150+ stakeholders from university, private and public sector organization.

2013

Boot | DEV BOOTCAMP

800 hours of intensive web programming in Ruby, Sinatra, Rails, SQL, Javascript, Rspec, HTML and CSS. Proficient in lean, agile and scrum development methodologies.

Projects of Note

2020

Community Resilience Trust

Design Lead

Lead interdisciplinary team of community organizers, public officials, volunteer designers to support a coalition of over 60 non-profit organizations focused on making Austin Texas' response to COVID-19 more equitable for vulnerable populations.

2019

Ideate Silently Workshop on Workplace Inclusion | Austin Design Week

Design Researcher | Facilitator

Reframing design facilitation skills as a tool for allying to create more inclusive workplaces, Ideate Silently is a workshop experience for HR professionals, managers and designers to use Design Thinking as an intervention to make the workplace more equitable.

Algorithm Proofing

Certifications & Skills

Enterprise Design Thinking Advocate & Cocreator. Qualitative, Quantitative, Generative, and Evaluative Research Methods including user interviews, usability testing, contextual inquiry, conjoint analysis. Agile practices. Journey mapping, empathy mapping, persona development. Storyboarding, wireframing, clickable, paperphysical computing, and service prototyping. Verbal and written presentation and proposal development. Contract negotiations.

Tools & Languages

UserTesting.com, Respondent.io, Mural, Figma, Sketch, Invision, Adobe Creative Suite, Arduino, Processing, Javascript, Ruby on Rails, Conversational Spanish.