

Geoff Wong

UX Leadership | Product Strategy | Enterprise SaaS

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PROFESSIONAL SUMMARY

Strategic UX leader with 19+ years driving product innovation across Enterprise SaaS, HR Tech, and Hospitality platforms. Nielsen Norman Group UX Management certified, with expertise in design systems, accessibility compliance, and Agentic AI orchestration. Delivered 16 product launches with Promoter-level NPS, including single release with \$1.5M+ revenue impact. Achieved 92% WCAG 2.2 AA compliance and earned Stevie Award for Business App Excellence.

CORE COMPETENCIES

UX/CX Strategy & Leadership	Design Thinking Facilitation
Design Systems & Operations	Product Strategy & Innovation
Team Development & Coaching	Agentic AI Orchestration
Cross-Functional Collaboration	User Research & Testing

Technical Proficiency: Figma, Sketch, Adobe Creative Suite

PROFESSIONAL EXPERIENCE

Independent Consultant

UX & Service Design Strategist | May 2024 – Present

Providing UX strategy and product innovation consulting for B2B SaaS across aviation, IT, and oil & gas.

LeverageSN (ServiceNow Partner - IT Services for Public Sector)

- Established Innovation Team and concept testing process resulting in customer-involved product development and reputation for white-glove service
- Led Brand Strategy, Tone-of-Voice Guidelines enabling scalable content creation for web and marketing
- Delivered market research and frameworks informing Go-to-Market strategy, achieving 4.5 CSAT and securing buy-in for UX-led product innovation
- Led cross-functional design for HR, IT, CX, and Agentic AI themes, improving workflow efficiency

Alberta Oil & Gas Customer (Mechanical Services Digital Transformation)

- 500% increase in operation efficiency by optimizing multi-persona journeys in digital transformation
- 34% increase in reporting accuracy and efficacy through dashboard information architecture design

Infor (Hospitality Management SaaS)

Senior Manager, User Experience | April 2022 – May 2024

Led UX for Hospitality division. Managed 3 designers partnering with Product Directors across 8 applications.

- Scaled UX support from 3 to 8 product squads with 3-person team through design systems and prioritization framework; eliminating 3 hires (\$450K annual savings)
- Mentored team of 3 multidisciplinary designers and facilitated stakeholder management for requirements gathering, user research, UX/UI design, and content writing

- Increased team productivity 20%, eliminating headcount request by implementing automation tools, web-based services, and intern program
- Performed heuristic evaluation for Hotel Check-in app and led UX designer to create global design system for 4 B2C Hospitality Mobile apps

Manager, User Experience | September 2018 – April 2022

- Developed targeted skill-building program advancing 2 designers to principal roles, reducing reliance on external contractors
- Championed Design Thinking methodology and user research practices, mentoring designer through iterative design process across 5-phase platform transformation
- Earned +89 Leadership NPS score from direct supervisor, peer manager, 9 direct and indirect reports
- Retained at-risk multi-million dollar client through stakeholder discovery, concept validation, and strategic UX roadmap presentation; securing contract renewal and restoring client C-suite confidence
- Initiated weekly UX design reviews, elevating team critique capability and becoming standard practice, accelerating 1 designer's promotion from senior to principal

Vivonet (F&B Software & Hardware)

UX Manager | November 2016 – September 2018

Directed UX strategy and 2 designers for 7 B2B/B2C applications, partnering with Product and Engineering.

- Scored 4.5/5 App Store rating by implementing user-driven design within new scrum team
- Coached designer user research methodology, resulting in 200% increase in user studies

TriNet (HR Software & Services)

Senior Interaction Designer | November 2013 – November 2016

- Mentored designers to collaborate with Technical Product Managers and Developers, ensuring on-time launch dates and UX integrity
- Defined mobile app IA and UI, achieving a high SUS score: 83/100 and NPS: +25

Sage Software (ERP SaaS)

Interaction/Visual Designer | December 2010 – November 2013

- Led 6 North America product designers to establish Mobile Design System ensuring cross-continental consistency

EARLY CAREER EXPERIENCE

Art Director & Graphic Designer | 2004 – 2012

- Led marketing, SEO and design projects for healthcare, hospitality, and gaming clients
- Developed UIs and design systems for web applications

EDUCATION & CERTIFICATIONS

- Nielsen Norman Group UX Master Certification – UX Management Specialty | License 1010285
- Dale Carnegie Leadership Training for Managers | Lead Change Effectively
- Stanford University d.school | Design Thinking Course
- Display & Design Diploma | Langara College
- Digital Graphic Design Certificate | Vancouver Community College
- Interdisciplinary Design Certificate | Kwantlen Polytechnic University