

# JOSE AROCHA

UX DESIGN LEADERSHIP · PRODUCT STRATEGY · SYSTEMS THINKING · USER RESEARCH

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## ABOUT

Strategic UX leader with 20+ years of experience scaling design systems, building high-performing teams, aligning digital products with user needs and measurable business outcomes.

Proven success across healthcare, media, and SaaS—from early-stage to enterprise scale.

## CORE COMPETENCIES

Strategic UX Leadership  
Executive Stakeholder Engagement  
Experience Vision & Strategy  
Scalable Design Systems  
Agile & Lean Methodologies  
Team & Talent Development  
Data-Informed Decision-Making  
UX & User Research  
Inclusive & Accessible Design  
Product Lifecycle Optimization  
Design Operations  
Cross-Platform Experience Strategy  
Business Impact Measurement

## BRANDS I'VE WORKED FOR

M&Ms, Cadillac, Buick, Uniqlo, T-Mobile, Paramount Pictures, Nickelodeon, HBO, Chili's, Starbucks, Under Armour, and more.

## EDUCATION

**Human-Computer Interaction**  
Stanford University, 2012

**Continuing Education**  
Miami Dade College, 2003-2004

**Graphic & Multimedia Design**  
I.U.T. Venezuela, 2000-2003

## EXPERIENCE

**Creative & UX Design Lead** | Stealth DTC Startup    January 2025 – Present  
Drive AI-powered UX and creative direction, designing eCommerce flows, scalable design systems, and digital experiences across web, email, and social.

**Senior UX Manager** | Hazel Health    November 2022 – December 2024  
Defined and executed UX strategies in partnership with the C-Suite, scaling a high-performing team and launching a WCAG-compliant design system that improved consistency and accessibility across platforms.

- Embedded UX efforts across product strategy, driving org-wide alignment.
- Defined long-term design vision tied to business and user goals.
- Streamlined design workflows; cut time-to-market by 30%.
- Reimagined the Heart program's onboarding; boosted adoption by 47%.
- Mentored junior designers into leadership, growing the team from 1 to 5 and improving velocity across multiple product lines.

**Senior UX Team Lead** | Ontada/McKesson    March 2020 – November 2022  
Owned UX strategy for oncology and financial tools within a complex healthcare ecosystem. Translated clinical workflows into usable experiences, supporting better care and product innovation.

- Directed key experiences, simplifying physicians' clinical decision-making.
- Delivered finance tool on time and at scale, driving multimillion-dollar impact.
- Seamlessly integrated multiple product visions into UX to fulfill critical demands.

**Head of Product Design** | Modus Technologies    July 2018 – December 2019  
Joined as employee #4 and built the design function from the ground up. Led team hiring, UX strategy, and core feature development for a modular, user-centered real estate platform. These efforts elevated the platform's value, contributing to a successful acquisition.

- Optimized user journeys, increasing retention by 40%.
- Developed scalable systems for seamless third-party extensions.
- Partnered across teams to improve delivery operations.

**Lead Product Designer** | Microsoft    April 2018 – July 2018  
Led UX evaluation and optimization for Xbox's commerce platform. Improved flows and removed barriers to drive conversion across device types.

- Boosted conversion by 3% through interaction design improvements.
- Enabled cross-functional alignment for platform-wide experiences.

**Senior Product Design Lead** | T-Mobile (Substantial)    October 2017 - April 2018  
Directed end-to-end UX efforts focused on enterprise tools. Led research workshops and translated findings into customer-centric digital experiences.

- Shipped seamless UX solutions across multiple enterprise personas.
- Delivered end-to-end service design solutions that improved user satisfaction.
- Uncovered untapped opportunities through qualitative research.

**Prior Experience: Creative & UX Director / Lead Designer Roles**    2004-2017  
Before transitioning into product-focused UX leadership, held senior creative roles across design and brand agencies supporting major clients in media, entertainment, retail, and lifestyle sectors. Work spanned UX, interactive design, branding, and creative direction.

*Companies included:* PlayNetwork (now Mood Media), Smashing Ideas (acquired by Luxoft Holding), We Are Rally (formerly Rally Marketing), ERG8 Inc., and others.