



Musangi
Muthui

MBA CANDIDATE 2021 • SYRACUSE UNIVERSITY WHITMAN SCHOOL OF MANAGEMENT



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Los Angeles • California • USA



Musangi Muthui



@musangimuthui

ABOUT ME

Innovative business strategist re-imagining the future of CX through business transformation for digital agency clients and Fortune 500 enterprise IT.

My journey has taken me from the world of corporate IT into wireframing for web and social gaming and now CX strategy. I believe great experiences for clients require thinking beyond specific platforms, and being able to rapidly visualize the wider ecosystem in which their product or service will add value for customers.

EDUCATION

Syracuse University

MBA Candidate Whitman School of Management • Expected May 2021

Claremont Graduate University

MS Information Systems & Technology

Pennsylvania State University

Dual BS • Smeal College of Business • School of Information Sciences & Technology

EXPERIENCE

UCLA Extension Instructor

University of California Los Angeles • Mar 2019 to present

Sharing with aspiring designers the ways we can create unique digital experiences that are grounded in customer and market research, CX strategy and design thinking.

- Teach the first in a series of certification courses that introduces students to the language of digital customer experience (CX) design.
- Working to develop future digital thinkers who will be the go-to for customer-centric thinking, and more than just 'the wireframe person.'
- Topics on my syllabus include human-centered design thinking, lean UX, mapping the digital and customer experience ecosystem, wireframing, rapid prototyping, and learning how to tell a story of the design journey that gets clients to 'yes.'

Experience Lead

Publicis Groupe • Los Angeles • Sep 2017 to Jul 2018

Lead strategic discovery, internal business development, customer experience innovation, consumer insights research and testing, and content strategy for clients including Honda, Acura, Hewlett Packard Enterprises, Authorize.net, CHG Healthcare Services, USC Shoah Foundation and Southwest Airlines.

- Lead the \$1.6M ground-up rewrite and redesign of the Honda corporate brand site bringing together stakeholders across the organization around a common vision to tell the Honda story across four recommended pillars: Mobility, Safety, Innovation and History.
- Lead the stakeholder interviews, CX research and usability testing that informed a map of the CHG Healthcare personas and digital ecosystem along with insights-driven strategies for now/next/future improvements to the CX.



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INDUSTRIES

Automotive, Travel, Healthcare,
Education, and Retail

PUBLICATIONS

Meta-analysis of Design Science
Research within the IS Community:
Trends, Patterns, and Outcomes,
DESRIST 2010: 124-138

AWARDS

SapientRazorfish Award for leading
business transformation insights,
discovery and strategic visioning for
CHG Healthcare Services client

GE Thought Leader Award for building
the UX Design group

GE Ovation Award for executing
market and domain analysis,
and leading design for HP PPMC
implementation

GE Ovation Award for developing
curriculum and leading training
to improve enterprise software
requirements management

EXPERIENCE (CONT.)

- Developed the post-launch content strategy playbook for HP Enterprises with recommendations for lead generation and content creation along with smart strategies for leveraging their redesigned component-based CMS.

Prior roles at Publicis.Sapient include: Senior Experience Design • Feb 2016 to Sep 2017; Experience Design • Apr 2014 to Feb 2016

Strategy, Research & Experience Design Consultant

Independent Consulting • Los Angeles • Jun 2010 to Apr 2014

Delivered market research, business performance strategies and user experience design on mobile, web and social gaming platforms for agencies and direct clients.

Experience Design Lead

GE (NBC Universal) • Universal City • Feb 2008 to Jun 2010

Realized cost savings of \$2MM by implementing a scalable model for goal-directed design that included execution of ethnographic interviews, competitive intelligence and interaction design.

Requirements Quality Lead

GE (NBC Universal) • Universal City • Feb 2007 to Jan 2008

Delivered a 25% reduction in re-work through improved business requirements management along with training and mentoring for 150+ tech professionals.

Information Management Leadership Program Associate

GE (NBC Universal) • New York • Jan 2005 to Jan 2007

Graduated from the premier technical leadership program successfully completing four high-visibility rotations leading enterprise technology projects.

Information Management Analyst

Johnson & Johnson • Fort Washington • Jun 2003 to Jun 2004

Delivered insights supporting pharma divisions in Market Research, Sales Force Automation and Sales Operations including a 700-member sales team.

Sales Manager

Barnes & Noble Booksellers • Philadelphia • Sep 1996 to Sep 2001

Managed sales operations for the second largest campus bookstore in the sales region, realizing revenue growth of 30% to \$6MM.