

DEVIN CUEVAS

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DIGITAL PRODUCT & USER EXPERIENCE MANAGER

Management level - Current role at Raiz (10/2022 – Present)

Visionary leader in digital product development with over 17 years of progressive experience. Adept at driving innovative digital solutions, fostering cross-functional collaborations, and ensuring timely and effective decision-making.

KEY ATTRIBUTES:

Lead Functions – Digital Product Strategy & Execution | Cross-functional Team Leadership | Innovation in Customer Web & App Experiences | Data-Driven Decision Making | Agile & Waterfall Project Management | Real-time Data Analytics | ROI Analysis | Audience Segmentation & Targeting | UX & User Journey Optimization | Technology & Vendor Relationship Management

Digital Product Management – CMS Expertise | User Experience Optimization | SEO & SEM Strategy | Front & Backend Development Coordination | Digital Customer Journey Insights | Continuous Product Improvement

Digital Compliance – Financial Regulatory Adherence | Credit Union Web & App Audits | Secure Data Backup | Member Data Privacy

Leadership – Team Leadership | Cross-Functional Collaboration | Digital Product Vision | Performance Assessment & Feedback

AREAS OF EXPERTISE

- Digital Product Strategy
- User Experience (UX/UI)
- Customer Web/App Experience
- Cross-Functional Collaboration
- Data-Informed Decisions
- A/B Testing
- Digital Omni-Channel Mgmt.
- Strategic Planning
- Performance Analytics
- ROI Analytics
- Deep Digital Platform Capabilities
- Customer Insight
- Problem Solving
- Team Leadership
- Strategic Development
- Multiple CMS Experience
- ML and AI
- Market Research
- Business Case Development
- Stakeholder Alignment
- Data Studio / Power BI

PROFESSIONAL SUMMARY



Digital Product & UX, Manager

1241 Pullman Dr., El Paso, TX 79936

10/2022 – Present

Supervisor: VP of Digital Experience

Championing a culture of innovation in the digital realm, steering the credit union's digital roadmap in synergy with the Vice President of Digital Experience. Ensures cohesive alignment between product strategies and credit union objectives. Provides leadership in vendor relations, product lifecycle management, and cross-functional collaborations, emphasizing data-driven insights and member satisfaction. Maintains commitment to regulatory adherence, team mentorship, and operational excellence.

- **Digital Transformation Leader:** Directed the strategic overhaul of Raiz's digital banking platform, leading to an unprecedented 50% member adoption within the first week, and setting a new standard in user experience.

- **UX/UI Renaissance:** Revitalized legacy banking systems with user-centered design principles, directly contributing to a surge in mobile app ratings from 2.5 to 4.8 on iOS and 4.9 on Google Play.
- **Brand Evolution Leader:** Guided Raiz Federal Credit Union to a 1st Place Pinnacle Award for the new raiz.us website, steering a significant brand transition and digital overhaul within an ambitious six-month timeline.
- **Fintech Solution Pioneer:** Orchestrated the implementation of a cutting-edge external money transfer system, managing over \$25 million in ACH transfers within two months, significantly enhancing transactional efficiency.
- **Strategic Planning:** Architect & drive digital strategies for Raiz, ensuring alignment with organizational objectives, market trends, and competitive positioning to foster sustainable growth.
- **Resources & Strategy:** Collaborate closely with Raiz's senior leadership, ensuring optimal resource allocation, & strategic alignment to meet overarching goals.
- **Innovations & Trends:** Stay at the forefront of industry shifts and emerging technologies, driving innovation, product enhancements, & ensuring a sustained competitive edge in the dynamic financial landscape.



e-Commerce Manager

1241 Pullman Dr., El Paso, TX 79936

01/2022 – 10/22

Supervisor: VP of Operations

Steer a dynamic team of e-Commerce experts, Full-Stack Developers, and UX Analysts, committed to elevating TFCU's (now Raiz) digital footprint—spanning desktop, responsive web, mobile apps, and online banking platforms. Provide strategic oversight on day-to-day operations and key initiatives, ensuring alignment with TFCU's strategic and operational objectives.

- **Senior Leadership Liaison:** Forged strategic alliances with C-level executives and cross-functional teams, enhancing organizational synergy and communication flow.
- **Digital Transformation Catalyst:** In a mere quarter, architected and executed a holistic e-Commerce blueprint across multifaceted digital landscapes, driving our ambition to lead in online user and banking experiences, and championing a digital-first paradigm.
- **Project Revitalization:** Spearheaded a dormant website revamp initiative, mobilizing a novel team, and rapidly achieving a 40% project completion rate, setting the trajectory for a timely July 2022 launch.
- **Budgetary Prudence:** Inherited a substantive \$20k SEO budget in 2022; achieved an 85% cost reduction through astute negotiations and leveraging top-tier global talent.
- **Strategic Consultancy for Mammoth Rock:** Orchestrated a comprehensive RFP emphasizing technical customization and IT infrastructure, ensuring the procurement of elite candidates whilst optimizing expenditure.
- **Operational Innovator:** Transitioned a manual wire transfer protocol into a 90% automated mechanism, driving annual operational cost efficiencies of nearly \$6k.
- **Organizational Visionary:** Articulated and disseminated overarching organizational vision and strategies, establishing a unified approach to accomplishing collective milestone



Digital Innovation Developer

1225 Airway Blvd. El Paso, TX 79925

05/2015 – 12/2021

Supervisor: VP of Communications

Responsible for building, understanding, and activating a dynamic, engaged online constituency delivered through digital omnichannel development, application execution, and data analytics for GECU.

- **Lead in developing the strategy and direction of existing and new digital channels** while harnessing a unified data structure to generate high-quality digital engagements.
- **Manage and maintain server architecture** on & off-premises to include application up-time, code development, and deployments, new server implementation, patch updates, SQL, IIS, load balancing, develop backup processes, and provide 99.9% website uptime. High-level understanding of DevOps techniques and implementation focusing on Kubernetes Cluster environments using Azure.

- **Implement and maintain a content management system** overseeing in-house UX development and Design while harnessing expert partner vendor(s) to implement new website enhancements and user session tracking production KPIs and ROI.
- **Acquisition and implement new sourced applications** allowing the organization to continue to be the market leader in technological advancements.
- **Identify customer lifecycles** through unique client ID session tracking to build and execute data-driven action.
- **Increased site visits by 105% since 2012**, enhancing site functionalities, including responsiveness, improved live chat, cross-domain tracking, and delivering high-performing SEO and SEM initiatives.
- **Establish techniques for increasing consumer and commercial application conversions** while tracking users at an omnichannel level.
- **Management duties include supervision and coaching** of multiple sub-departmental areas and six direct reports to include completion of their performance evaluation and weekly meetings with direct reports to review ongoing projects.



Web, Mobile & Digital Administrator

GECU
1225 Airway Blvd.
El Paso, TX 79925

10/2012 – 05/2015
Supervisor: Sr. VP - CMO

Administrate Omni-channels to bring awareness of new products and services.

- **Led the redesign of a new responsive website** with over a million site visits yearly to include Google Analytics, Google Tag Manager, and CMS.
- **Established and redesigned** social media presence, including most popular networks such as Facebook, Twitter, Instagram, and YouTube, establishing 31,000 followers on Facebook within two years.
- **Manage and administrate** organization-wide local intranet containing all-important internal documents and sensitive corporate information.
- **Facilitate and work** closely with online banking, mobile app, chat, web hosting, digital signage, and e-statement vendors to provide these services to GECU members, support their issues, and reduce vendor costs by 20% over four years.
- **Acquire and maintain vendor relationships** to provide online banking, website hosting solutions, and other services using their financial institution tools and customizing layouts to provide users with a robust online banking experience.



System Engineer I & II

GECU of El Paso
7227 Viscount Blvd.
El Paso, TX 79925

05/2008 – 10/2012
Supervisor: IT Manager

Manage and implement leading technologies to improve network performance and minimize LAN downtime.

- **Performed administration tasks** related to Active Directory, Network Share permissions, Exchange mailboxes, SQL, IIS, DNS, and DHCP. Applied group policies to control desktop environments better and allow for accurate and seamless administration.
- **Managed all VMWARE servers and an ESX server farm** with an external storage array, allowing for implementing tools like VMotion.
- **Played a lead role in Microsoft Exchange upgrade** from Exchange 2003 to 2010.

OTHER JOBS ROLES:

- GECU IT Help Desk Tech I-II: 2007-08
- Processing Support Staff: 2006-07
- Web design/hosting business owner and CEO: 2005-07
- Draftsman: 2005-06

PROFESSIONAL EDUCATION

Bachelor of Business Administration – Computer Information Systems

University of Texas at El Paso, El Paso, TX

Received 2017

Associates of Engineering – Computer Science

EPCC - College of Engineering, El Paso, Texas

PROFESSIONAL TRAINING / CERTIFICATIONS

ClickUp Novice Certificate Exam – 10/22

Certificate no: tdm2uqst2cmg

<https://verify.skilljar.com/c/tdm2uqst2cmg>

CompTIA Network+ Certified

License COMP001020356925

The Pricing Institute – Moeb's Services – 03/22

Course completed – No expiration

Configuring, Managing, and Troubleshooting

Microsoft Exchange Server 2013

Interface Technical Training

CMS Developer Series Certification

SalesCU Credit Union Training - 02/22

Course completed – No expiration

BrightEdge Certified Professional

License 54CACDAA02DF4

Ongoing knowledge growth through relevant conferences, tools such as LinkedIn courses and partner discussions.

Fluent in English and Moderate Spanish

Professional references with contact information can be provided upon request. Additional professional recommendations can be found at devincuevas.com.