

# DEVIN CUEVAS, CSPO

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## DIGITAL PRODUCT & USER EXPERIENCE MANAGER

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

**R**esults-driven Digital Product Leader with 18 years of experience scaling fintech and credit-union digital products. Expert in defining epics, backlog prioritization, and driving agile, cross-functional teams to execute roadmaps. Proven track record in accelerating product adoption (50 % in week 1 during digital banking conversion), boosting user engagement (4.9 app rating), and managing \$350 M+ in transactions. Adept at leveraging data-driven insights, establishing OKRs, and balancing business needs against technical constraints to deliver secure, compliant solutions in regulated financial environments.

### CORE COMPETENCIES

**Product Strategy & Agile Delivery:** Digital Product Development | Epic Definition & Backlog Prioritization | Sprint Oversight (SAFe-friendly) | OKR Setting & Performance Measurement

**User Experience & Customer Insights:** UX/UI Strategy & Design Thinking | Omni-Channel Customer Journeys | Market & Voice-of-Customer Research

**Data, Analytics & Compliance:** Data-Informed Decisions & ROI Analytics | Performance Dashboards (Data Studio, Power BI) | Corporate Risk, Cybersecurity & Data Privacy in NCUA, State and Federally regulated environments.

**Technical Integrations & Platforms:** API Integrations & Third-Party Services | CMS & DXP (Sitecore, WordPress) | ML/AI-Enabled Features | Multiple AI Technologies

**Tools and Platforms:** ClickUp | Wrike | Alkami | Fiserv DNA | MANTL | DocuSign | Ensenta | iPay | Jack Henry | CardHub | Power BI | GA4 & GTM | WordPress | LiquidWeb | Nexcess | SiteCore | Windows & Linux | Docker

**Leadership & Collaboration:** Cross-Functional Team Leadership & Mentorship | Executive-Level Communication & Stakeholder Alignment | Vendor Management & Change Leadership

### PROFESSIONAL SUMMARY



## Digital Product & UX, Manager

1241 Pullman Dr., El Paso, TX 79936

10/2022 – Present

Supervisor: VP of Digital Experience

**D**riving agile product innovation to rapidly scale digital banking solutions, aligning cross-functional teams with a customer-first; digital-first, digital-fast product roadmap to deliver impactful fintech experiences.

- **Define and refine epics for annual roadmap;** lead backlog prioritization sessions to align digital banking features with business objectives.
- **Strategic Planning:** Architect & drive digital strategies for Raiz, ensuring alignment with organizational objectives/milestones, market trends, and competitive positioning to foster sustainable growth.
- **Digital Transformation Leader:** Spearheaded end-to-end digital banking transformation from Cubus Solutions to Alkami, achieving 20% adoption in 24 hours and 50% in the first week—recognized as a top benchmark by Cornerstone and Alkami. Defined product vision and roadmap for digital banking platforms, driving a 30% increase in active users through strategic feature prioritization and user-centric design.
- **Financial Acumen:** Designed data-driven product roadmaps, prioritizing features based on user research, business goals, and technical feasibility.
- **UX/UI Renaissance:** Optimized legacy banking systems with user-centered design principles, resulting in a 92% surge in customer satisfaction, as evidenced by mobile app ratings soaring from 2.5 to 4.8 on [iOS](#) and reaching 4.9 on [Google Play](#).
- **Customer Experience and Engagement:** Lead initiatives that enhanced customer satisfaction and engagement, leveraging feedback for continuous improvement and focusing on user-centered design.
- **Brand Evolution Leader:** Guided Raiz Federal Credit Union to a [1st Place Pinnacle Award](#) for the new [raiz.us](#) website using WordPress, steering a significant brand transition and digital overhaul within an ambitious six-month timeline.
- **Fintech Solution Innovator:** Championed an external money transfer system revamp, boosting ACH retail and bill pay transactions by 30% and managing \$350M in transactions in 2024.
- **Resources & Strategy:** Collaborate closely with Raiz senior leadership, ensuring optimal resource allocation, & strategic alignment to meet overarching goals. Collaborated cross-functionally with Raiz senior leadership, marketing, operations, compliance, and IT to secure buy-in for product initiatives and ensure compliance with regulatory standards.
- **Team Development and Culture Building:** Co-founded the change control committee responsible for overseeing the evaluation, approval, and implementation of changes that directly impact users, ensuring minimal disruption and alignment with strategic objectives. Also, elected as a Raiz Culture Committee board member, a group dedicated to fostering an inclusive workplace environment that aligns with the organization's values and goals, enhancing employee engagement and member satisfaction.
- **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, 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:** With a 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:** Directed 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.

- **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

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
- GECU Processing Support Staff: 2006-07
- CEO Web design/hosting: 2005-07
- Residential draftsman: 2005-06

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### PROFESSIONAL EDUCATION

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#### **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*

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### PROFESSIONAL TRAINING / CERTIFICATIONS

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#### **Scrum Product Owner (CSPO) certified – 2025**

*Issued by Scrum Alliance – [Certified Badge](#)*

#### **Currently pursuing Agile Certified Practitioner**

#### **Raiz Leadership Development Program – 01/25**

*12-month course completed – No expiration*

#### **ClickUp Novice Certificate Exam – 10/22**

*Certificate no: [tdm2ugst2cmg](#)*

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

*Course completed – No expiration*

#### **SalesCU Credit Union Training - 02/22**

*Course completed – No expiration*

#### **CompTIA Network+ Certified**

*License COMP001020356925*

#### **Configuring, Managing, and Troubleshooting Microsoft Exchange Server 2013**

*Interface Technical Training*

#### **SiteCore CMS Developer Series Certification**

#### **BrightEdge Certified Professional**

*License 54CACDAA02DF4*

*Ongoing knowledge growth through relevant conferences, tools such as LinkedIn courses and partner conferences. 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](#).*