

RAYMUNDO “MUNDO” GINEZ

Human-Centered Design Professional · AI-Native Design Leader · Agentic Delivery and Experience Strategy

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SUMMARY

Human-Centered Design professional with 20 years of experience and a clear view of what the AI shift actually requires. Many organizations add AI as a tool. I design it as a new way of working: where agents act, where people decide, and which guardrails keep the work trustworthy. At Really.Global I designed and run an agentic delivery model in which AI agents build, test, and review front-end work while every irreversible step stays with a person, and I shipped 46 merged pull requests in 90 days as the company's only in-house designer. I pair that with the fundamentals: framing the right problem, research, service design, and evidence leaders can act on. Kellogg credentialed in AI Strategy for Business Transformation. M.S. in Human-Computer Interaction, DePaul University.

CORE SKILLS

Agentic Delivery Models · AI Agent and Workflow Design · AI Governance and Responsible AI Review · Innovation Discovery and Problem Framing · Proof of Concept and Pilot Design · Experience Strategy and Success Measures · Service Design and Service Blueprints · Customer Journey Mapping · Mixed Method Research and Synthesis · Design Thinking and Workshop Facilitation · Desirability, Viability, and Feasibility Evaluation · Human in the Loop and Oversight Patterns · Rapid Prototyping via v0 and Claude Code · Information Architecture · Interaction and Visual Design · Design Systems and Accessibility, WCAG 2.2 AA · Stakeholder Influence and Executive Storytelling · Practitioner Direction and Mentorship

PROFESSIONAL EXPERIENCE

Really.Global · Remote

Lead Human-Centered Design Strategist

Nov 2025 to Present

- The company needed to ship faster than a small team allowed, so I designed and run an agentic delivery model: 44 project skills, two custom AI sub-agents for design QA and repair, and more than 10 scheduled routines that report on pull requests, CI, and ticket status every morning.
- Built the guardrails before the speed. AI agents can edit, test, and review, but pushing code, merging, and accepting tickets are reserved for people and enforced by policy, and every change passes required CI, a SonarCloud quality gate, and an independent second-model AI review.
- Shipped 46 merged pull requests and 132 commits in 90 days as the only in-house designer. One accessibility fix across 13 files moved from requirements review to merged in just over two hours, with a regression test that keeps the issue from returning.
- Separated the agent that finds design issues from the agent that fixes them, so no AI grades its own work, and the repair agent rejects wrong findings with evidence instead of applying them.
- Defined where AI acts, assists, or hands off to a person across the marketplace, including AI-drafted Help Center content with two human approval gates, and developed AI Radar 2.0, a 12 vector diagnostic leadership used to prioritize AI investment.
- Established Heritage Teal, a design system with semantic tokens, Storybook components, and WCAG 2.2 AA standards, as the single source of truth the agents check against.

UnitedHealthcare · Minnetonka, MN

Principal UX and Product Designer

Apr 2022 to Oct 2025

- Members moved between separate Medicaid and Medicare experiences, so I guided five product owners across an enterprise matrix to consolidate them into one platform, reducing \$2.2M in technology debt and raising NPS by 5 points.
- Contributed to AI review board governance, applying responsible AI review to member facing decisions under HIPAA and CMS constraints.
- Defined a three year experience roadmap that product and engineering leadership adopted, and influenced executive stakeholders to fund cross business unit standardization, earning more than 20 enterprise recognitions in one year.

FCB (Foote, Cone & Belding) · Chicago, IL

Associate Director, UX Strategy and Design

Apr 2020 to Mar 2022

- Designers across client engagements worked without shared standards, so I led a team of six, ran critique, and created the UX Playbook and Master Design Library in Figma and Storybook, cutting cycle time by 30% and new client UI turnaround from one week to one day or less.

ABC Supply · Chicago, IL

Lead Product Designer

Jul 2018 to Apr 2019

- A \$14B to \$23B distributor needed customers to order digitally while staff managed fulfillment, so I designed an external customer ordering experience and internal sales, delivery, and warehouse dashboards from one system, and directed an external agency through delivery.

The Joint Commission · Oakbrook Terrace, IL

Product Manager and UX Designer

Aug 2017 to Aug 2018

- Field tools did not match how clinical surveyors worked, so I led contextual inquiry, ethnography, and card sorting with more than 130 surveyors, built role based personas, and rebuilt task flows around observed behavior, reducing call center volume by 25% and increasing adoption by 60%.
- Presented an ROI framework to executives and owned the backlog and daily scrum, delivering 3x productivity gains and a 10% velocity increase.

CNH Industrial · Burr Ridge, IL

Senior Product Researcher and UX Designer

Aug 2016 to Jul 2017

- Two sister products had diverged, so I researched operator workflows and applied progressive disclosure to unify them, reducing \$2M in technology debt.

Redbox · Oakbrook Terrace, IL

Principal UX Designer and Senior UX Manager

Jan 2015 to Aug 2016

- Redbox needed revenue beyond its kiosk network, so I led a team of three to take a new digital streaming and gaming offering from concept to launch, reducing customer task time by 67%.

Walgreens · Chicago, IL

Senior UX Designer · Photo ordering and omnichannel coupon experience

Feb 2014 to Jan 2015

JPMorgan Chase · Chicago, IL

Senior UX Designer, Commercial Card · WCAG 2.0 accessibility analysis, PaymentNET

Jan 2013 to Jan 2014

Wheels Inc. · Des Plaines, IL

Senior UX Architect and Information Designer

Jun 2010 to Jan 2013

- Needed evidence before committing development spend, so I established an internal research lab whose findings avoided an estimated \$300K to \$1M in misdirected development spend.
- Four teams worked across siloed channels, so I consolidated them into one role based platform, reducing quoting from six weeks to 48 hours.

Earlier Experience

Accenture, Consultant, Chicago, IL, 2009 to 2010 · Motorola, Mobile Enterprise Engineer, Libertyville, IL, 2004 to 2007

FRAMEWORKS AND ARTIFACTS

- Regulatory Transformation Product Delivery Journey Map: a framework model of eight phases across five swim lanes, with 14 AI opportunities tagged by pairing mode (assisted, copilot, autonomous).
- Reusable journey mapping and design thinking framework libraries (12 models) packaged as Claude skills and interactive HTML tools for team use.

EDUCATION AND CREDENTIALS

- M.S. Human-Computer Interaction, DePaul University, Chicago, IL, 2010
- AI Strategy for Business Transformation, Northwestern Kellogg School of Management, 2025
- AI and Data Science for Leaders, University of Chicago Booth School of Business, 2025
- AI for Designers, Top 10% Distinction, Interaction Design Foundation, 2026
- Teaching: DePaul University, 2015 to 2016 · UIC Latitude, Design Thinking workshops, 2013 to 2019

TOOLS

Figma · Miro · Axure · Storybook · Tokens Studio · Optimal Workshop · Adobe Creative Cloud · Claude and Claude Code · v0.app · Git · Microsoft Copilot · Jira · Confluence · Power BI · Google Analytics

U.S. Army Reserve veteran, 1995 to 2001 · Bilingual, Spanish and English · References available upon request