

## Josh Robertson

mrjoshrobertson.com / josh@mrjoshrobertson.com / linkedin.com/in/mrjoshrobertson

**Mar 2021 – Present: Customer Journey Manager, Product & Experience Design, Allstate (Remote Work)** – Responsible for setting the vision for the experience a new strategic product will deliver during key customer journeys; ensuring that design – from initial strategy to the development of user flows – is informed by research and is iterative, based on consumer testing; connecting stakeholders and coordinating the delivery of seamless end-to-end omni-channel experiences; ensuring alignment to guiding principles during detailed design and build; monitoring KPIs.

- Set the 5-year vision for addressing top homeowners insurance pain points by making gorgeous mock-ups with *Sketch*
- Garnered acclaim from my VP by translating my re-imagining of the ‘annual insurance review’ into a crisp visual story
- Called ‘a stand-out participant’ and ‘the ringer’ during a UX sprint with 100+ attendees for quality and quantity of ideas
- Envisioned a differentiated policy renewal journey and aligned leaders by leveraging primary and secondary research
- Re-imagined the ‘annual insurance review’ journey by assessing the traditional method against enterprise CX standards
- Ensured user-centricity by leading a team that identified pain points and developed a plan for managing priorities
- Simplified a new digital-first product by pushing other leaders to employ one paradigm (vs two) for insurance coverage
- Displayed the agile mindset by quickly devising an elegant framework for identifying and prioritizing journey use cases
- Identified as one of the company’s top 10 users of *Mural*, a virtual platform for visual collaboration (similar to *Miro*)

**Apr 2015 – Mar 2021: Lead CX Consultant, Claims, Allstate (Northbrook, IL)** – Responsible for teaming up with researchers, product owners, technologists, etc. in an agile environment to design human-centered end-to-end journeys; crafting individual interactions down to the content users encounter; creating beautiful, insightful visuals; adhering to brand guidelines; challenging stakeholders to make data-driven decisions; continuously improving by synthesizing Voice of the Customer (VOC); integrating with enterprise information architecture; nurturing a service culture.

- Saved \$700K annually by managing a design sprint team and leading implementation of identified opportunities
- Achieved recognition by successfully leading a team of 19 presenters at a national forum attended by 4K agents
- Instructed senior leaders on decision-making using causal & predictive analytics, partnering with Northwestern Kellogg
- Increased desired customer behavior 19.1pp by driving stakeholders to make critical changes to the mobile app’s UI
- Lifted document submission 1.6pp by asking questions that challenged beliefs and by leading an A/B test team
- Managed the team that improved customer experience 6.9pp and damage estimate accuracy 4.2pp by changing a UI
- Promoted analytics by leading an experimentation team that tested the hypothesis that a costly practice works
- Crafted a lauded journey map while overseeing a visual designer, who developed some components at my direction

**Mar 2012 – Apr 2015: Senior Management Consultant, Technology & Strategic Ventures, Allstate (Northbrook, IL)** – Responsible for developing relationships with business and IT clients; assessing client needs and identifying opportunities; conducting research; gathering and analyzing data; applying problem-solving methodologies and decision-making frameworks; facilitating current state discovery and future state design sessions; delivering improvement and innovation recommendations for increased effectiveness and greater alignment with corporate strategy.

- Played a key role in saving \$60MM annually by facilitating a cross-functional group through difficult conversations
- Chosen to fill the department’s chief-of-staff role earlier in career than others by demonstrating leadership potential
- Prevented potential fines of ~\$1MM daily by facilitating high-stakes workshops to ensure compliance with the law
- Honored by being selected to earn a master’s-level diploma in consulting from an accredited London-based institution
- Earned the department’s annual *Innovate & Improve* award by piloting methods for gathering voice of the customer
- Built an approach now viewed internally as the standard by leading a diverse team in customer journey transformation
- Boosted the IT division’s global workforce by serving as chief facilitator of a workshop involving dozens of leaders
- Enabled the selection of a portfolio management model by navigating team through ambiguity to develop concepts
- Matured CX design capabilities by developing proprietary curriculum and personally instructing and certifying others
- Aided in the achievement of *World’s Most Ethical Company* by leading the Chief Ethics Officer’s strategic planning team

**Jul 2008 – Mar 2012: Management Consultant, Technology & Operations, Allstate (Northbrook, IL)** – Responsible for understanding client needs; seeing the big picture; researching and synthesizing findings; exercising critical thinking skills; developing a point of view and being willing to speak mind; engaging in constructive debate and providing recommendations; conducting proactive risk/issue identification; building trust among teammates and clients across locations to move work forward; developing lower-level team members; improving service methodologies.

- Moved the EVP to declare customer journey mapping a strategic priority by leading the team that established its value
- Deepened cross-channel consistency by defining the end-to-end sales process for 10K agents and 30K staff
- Empowered the sales force by leading design workshops for the company’s new sales lead management system

BS Industrial Engineering (with a second major in Economics) 2008, Northwestern University