

## Tim Leisio

Email: [timothyleisio@gmail.com](mailto:timothyleisio@gmail.com) • Portfolio: <https://timleisio.com/> • [Linkedin profile](#)

## Professional summary

**Principal service and strategy design leader** with 14+ years of shaping complex ecosystems of product and service experiences. Known for creating clear paths of action out of ambiguity to help organizations achieve their outcomes.

**Core Competencies:** Service Design • Design Strategy • Service Blueprint Mapping • Journey Mapping • Research and Insights Synthesis • Facilitation • Product Discovery • Systems Thinking • Workshop Design • Stakeholder Alignment • Strategic Storytelling • Low-Fidelity Prototype Creation • Information Architecture

## Work experience

### Optum

Principal (UX/CX) Service Designer (full time remote)

08/2022 - Present

#### Responsibilities

- Apply a strategic experience framework to guide alignment and clarity of critical business and experience decisions across multi-disciplinary teams.
- Create experience visions for products, services, and platforms.
- Act as a strategic partner and sounding board for executives, leaders, and practitioners.
- Define, pilot, and evolve a behavioral, constituent-focused decision-making framework.
- Communicate insights, progress, and educational content to key partners.
- Build information structures and service maps for key human-capital experiences (onboarding, L&D, mobility, etc.).
- Support research and synthesize insights into design deliverables
- Create low-to-mid-fidelity design artifacts

#### Impact

- 6–10 teams per year to accelerate progress from early discovery to solution prioritization through a structured decision-making framework.
- Delivered 2–5 experience visions per year that shaped product, service, and platform direction across the organization.
- 2-4 major workshops with 100+ combined participants per year, driving clarity, alignment, and trust.
- Strengthened alignment and decision-making across 20+ teams during critical moments such as funding cycles and resource shifts.
- Produced reference frameworks for six enterprise human-capital experiences.
- Contributed to 5–10 product strategy decks annually used in executive funding discussions.

### Thomson Reuters

Lead User Experience Architect (full time remote)

01/2018 - 07/2022

Senior User Experience Architect (full time remote)

01/2016 - 01/2018

Information Architect

04/2014 - 01/2016

#### Responsibilities

- Establish and maintain enterprise-wide design standards, including components, workflows,

user goals, playbooks, and design operations documentation.

- Define and execute research strategies and roadmaps for a cross-organizational design system.
- Mentor team members to strengthen design skills, collaboration, and respectful discussion.
- Advocate for ongoing design and process improvements.
- Create clear tactical deliverables: wireframes, content models, flows, journey maps, story maps, site maps, navigation structures, and supporting documentation to communicate user within agile teams.
- Facilitate cross-functional activities to create alignment and clarify requirements, define shared goals, identify inefficiencies, and build empathy for customers. Activities also include brainstorming, affinity diagramming, journey mapping, prioritization, and design sprints.
- Lead qualitative and quantitative research using interviews, usability evaluations, content audits, heuristic reviews, card sorts, and surveys.
- Synthesize research into actionable, audience-ready stories across presentations, documents, spreadsheets, and system documentation.

## Freelance designer

Open Twin Cities - Code for America Brigade  
E-Democracy.org

01/2014 - 03/2014  
09/2013 - 11/2013

### Responsibilities

- Understand stakeholder vision, goals, and preferences to create visual identity and branding for the websites
- Provide wireframe concepts to identify landscape of user goals and needs
- Work with developers to implement designs within a constrained timeline

## ImageTrend

Designer and Developer

02/2011 - 07/2013

### Responsibilities

- Work closely and simultaneously with numerous product and development teams to improve new and existing product experiences for the emergency medical services industry
- Create and utilize wireframes, prototypes, and visual concepts to acquire stakeholder buy-in and product definition
- Advocate, communicate, and raise awareness about the importance of user experience with product creation and ongoing maintenance
- Web application front-end development with Flash Builder and Actionscript
- Web interface design including wireframes, concepts and presentation of deliverables

## Education

| Year      | Degree | Major                     | Institution                     |
|-----------|--------|---------------------------|---------------------------------|
| 2009-2011 | A.A.S. | Web and Multimedia Design | Dakota County Technical College |
| 2004-2006 | A.A.S. | Nanoscience Technology    | Dakota County Technical College |