Maicol Parker-Chavez

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Value Proposition

Product and innovation strategist focused on AI, bridging business goals, technical feasibility, human experience, and emerging AI capabilities. I help leaders make informed decisions by translating data and context into clear opportunities and aligning teams on assumptions, tradeoffs, and next steps. With 24 years in Product Design and Design Thinking facilitation expertise, I build structured, inclusive processes that reduce risk, accelerate time-to-value, and deliver solutions people adopt.

Experience

Capital Group / Los Angeles, CA

Venture Architect Lead / Apr 2022 - Present

- Drove strategic AI research informing 3–5 year planning horizons, including co-authoring an annual Tech Trends Report on AI and emerging technologies and translating capabilities into business opportunities and implementation considerations, while developing a repeatable research system that accelerated synthesis.
- Facilitated approximately two dozen enterprise innovation projects across multiple business units, including investment professionals and Client Groups, aligning diverse stakeholders to solve ambiguous challenges using structured innovation processes adapted for enterprise scale.
- Refined Design Sprint into a 2-week Innovation Sprint methodology that accelerated decision-making through validated learnings, reducing risk and time-to-value versus traditional approaches. In several cases, increased confidence enabled earlier timelines and expanded budgets to bring additional groups into shared initiatives.
- Facilitated 30-50 person cross-functional workshops translating customer needs into AI use cases, aligning teams on opportunity areas, key assumptions, and prioritized next steps to validate value and feasibility.
- Drove AI solution evaluations across new and existing vendors by mapping capabilities to use cases and incorporating security/compliance requirements, including defining Copilot Studio capability boundaries, environment strategy, and use-case routing to scale the platform effectively.

Design Sprint Consultant / Feb 2020 - Apr 2022

- Facilitated Capital Group's first fully remote Design Sprint during the 2020 pandemic and established a repeatable remote sprint approach later reused by the team across subsequent engagements.

Consulting / Los Angeles, CA

Product & Business Designer / Jan 2018 - Present

- Partner with leaders and teams across startups, nonprofits, government, and enterprise to design and facilitate tailored Design Thinking workshops that clarify challenges, align stakeholders, and define actionable next steps.
- Create human-centered strategy and decision frameworks that meet clients where they are, integrating into existing processes to reduce ambiguity, improve alignment, and accelerate time-to-value.

Assured Certificates / San Diego, CA

Product Manager / Feb 2021 - Apr 2022

- Owned product strategy and roadmap for a certificate management platform used by insurers, brokers, and clients, prioritizing adoption by proving broker value through faster verification, mistake detection, and scalable certificate management workflows.
- Managed prioritization and delivery through backlog refinement and quarterly planning, aligning product, design, engineering, and operations to ship improvements that supported growth and broker onboarding.

Product Designer / Jul 2015 - Nov 2016

- Planned and ran usability tests ahead of the initial release to understand insurer, broker, and client behaviors, uncover pain points, and identify blockers before launch.
- Facilitated strategy sessions to define information architecture and data requirements, aligning stakeholders on how the certificate creation workflow mapped to underlying data structure and implementation.

Together We Rise / Brea, CA

Product Manager / Dec 2019 - Jan 2021

- Owned product strategy and day-to-day delivery for the platform, partnering with engineering and stakeholders to prioritize work and execute through iterative planning.
- Identified and tested new market opportunities within the foster care system, translating learnings into product direction and roadmap decisions.

- Conducted qualitative research and Design Thinking workshops, then built a rapid prototyping and testing workflow that shortened learning cycles and improved decision-making.

Riot Games / Santa Monica, CA

Product Designer / Jan 2016 - Dec 2017

- Facilitated Riot's first series of Design Sprints with engineers and subject matter experts to tackle ambiguous internal tool challenges, improving development efficiency and release predictability while supporting on-time delivery of game content for League of Legends at scale (over 100 million players).
- Trained engineering teams to conduct customer interviews and discovery with game designers and developers, helping them uncover root pain points, translate insights into fixes and features, and validate solutions before committing to build.
- Introduced usability testing into the development workflow, establishing repeatable process and synthesis practices that clarified root problems, improved prioritization, and reduced rework.

Earlier Experience

- **Forge 54, Product Strategist (Oct 2015, Oct 2016):** Developed cross-team product strategy during Forge 54's annual 54-hour sprint, aligning 100+ volunteers on service concepts and product direction and contributing to over $500k in donated creative work for the nonprofit partner.
- **Felt Bicycles, UX/UI Designer (Jul 2008 - Sep 2011):** Designed and shipped annual domestic and international website releases showcasing 160+ products across two brands.
  Awards: Gold Winner, 2011 W3 Awards & Best in Class Winner, 2010 IMA Awards
- **Platt College, Instructor, Visual Communications. (Jul 2007 - Jun 2008):** Developed and taught courses in Typography and introductory digital design.

Education

Platt College, B.A. Visual Communication, 2005

Facilitator, Speaker, & Mentor

- LMU Startup Weekend: Speaker & Mentor / October 2018 & October 2019
- Design Thinking Principles Workshop / January, March & August 2019
- The Storyteller's Summit Speaker: Testing Your Concept / April 2019
- Organizational Change through UX: Panel Speaker & Mentor / March 2019
- Official Design Sprint Bootcamp with John Zeratsky / Dec 2018
- UCLA Creative Labs Designathon: Panel Speaker & Mentor / April 2018