

Experience Strategist

📍 Atlanta, Georgia, United States 📁 Digital 📞 00051414031



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Who we are:

Idea Couture is a carefully assembled studio of human-centered design practitioners from a wide range of educational backgrounds, international settings, and professional experiences within Cognizant Digital Experience. We help organizations navigate and innovate in complex and uncertain environments. Using design thinking methodologies, we solve problems and identify business opportunities—generating new growth, meaningful differentiation, and economic value, while improving everyday lives. The transformative solutions we provide our clients are born of transdisciplinary thinking, balanced research, and inventive methods, based in business rationale and good design.

As an associate partner in our Human-centered Design (HCD) practice, within your role you will play a key role in developing/iterating/improving Cognizant's multi-disciplinary HCD approach alongside skill development of our HCD team, lead teams through the executive sponsorship of end-to-end client engagements, partner with the broader Cognizant organization to craft impactful solutions for clients, support the acquisition of project opportunities and most importantly nurture culture of empowerment, collaboration and inclusion.??This role uniquely offers the ability to lead a team by example, as we together work to make experiences better for people.

Who you are:

You are a seasoned professional who thinks strategically, collaborates cross-functionally, produces high quality deliverables at scale, grows client relationships, and continuously builds and elevates the team. As a leader and key influencer within the team, you set a problem-solver example, stay focused on what matters, take calculated risks, and bring an entrepreneurial spirit to drive forward through moments of ambiguity and change. As a practitioner, you are able to tie together seemingly disparate pieces of data/information to create a succinct, meaningful narrative and strategy to drive forward a human-centered design.

What we share:

- A knack for looking at familiar problems through a unique lens
- Desire to change minds, hearts, and behaviours with new experiences
- Passion for driving market growth through innovation, technology, and design,
- A belief that understanding people can better guide business priorities and strategies

What your day-to-day will look like:

- Direct, inspire, and lead cross-functional teams (strategy, insights, design, product realization, and technology), on large and high complexity experience transformation project for Fortune 500 clients across a range of industries and project types.
- Develop and grow client relationships
- Collaborate with other leaders and HCD Partners to elevate the Strategy, Insight and Product Realization toolkits and capabilities of the team
- Evolve the HCD offerings, delivery models, and deliverables alongside HCD Partners and the broader Cognizant collaborators
- Build a network that turns to you as a trusted client partner and human-centered design expert, relied on for strategic POVs
- Understand and incorporate complex business, strategic, and technical requirements into engagement outcomes
- Design and facilitate successful presentations and workshops for senior executive level clients
- Lead project design across a range of project types and own the end-to-end creation of winning proposals
- Lead organizational business development activities from opportunity identification to sold work
- Drive thought leadership in at least one core industry or practice discipline
- Inspire and develop the skills of supporting team members
- Lead development of new strategy practice tools and processes
- Actively manage a broad network of stakeholders across the client organization, and within Idea Couture and Cognizant

What you'll need:

- Undergraduate or graduate degree in service design, strategic design, innovation strategy, business administration, or a related field
- 7+ years of experience in agency/consulting or client side, with at least 2+ years in people leadership roles
- Digital agency / consulting experience is required
- Experience driving project acquisition (new business and follow-on)
- Proven ability to critique, analyze, and elevate strategies and ideas
- Expert understanding of cross-functional resources and building effective teams
- Strong client leadership and facilitation skills with the ability to command and guide a room
- Demonstrated experience growing projects into long-term client partnerships
- Diverse strategic skill set spanning industry categories
- Broad strategy and/or design experience spanning products, services, processes, and systems
- Proficient in creating personas, design principles, experience maps, ecosystem maps, user journeys, service blueprints, and rapid prototyping methods
- Conversant in the principles and practices of human-centered design and design thinking, including qualitative research methods (e.g., in-context interviewing)

Note: Currently travel is not a requirement; would expect up to 25% as business requirements change

What's in it for you?

- Multidisciplinary learning across backgrounds, approaches, methods, and industry expertise
- Be a part of and play a critical role in shaping a niche and nimble culture within a global firm
- Access to global scale, from the types of projects you work on to resources you collaborate with and lean on
- Experience with a broad range of challenges in experience design, from whitespace opportunity definition to downstream realization
- A competitive salary and benefits package
- A workplace that prioritizes wellness and working flexibly to ensure you get the balance you need to meet the demands of your personal and professional life

Employee Status : Full Time Employee

Shift : Day Job

Travel : No

Job Posting : Nov 08 2022

About Cognizant

Cognizant (Nasdaq-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 185 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us

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