

Roxanne Nicolussi

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Journey Management
Design Research
Strategic Foresight
UX Management
Agile / Scrum

Design Strategy
Product Management
Systems Thinking
Service Design

Relevant Experience

The Big Bold Consulting Corp. / Managing Director, Innovation Strategy JUNE 2017 - PRESENT, TORONTO

Ten years of uncovering insights, aligning stakeholders, mapping end-to-end journeys, optimizing processes, and converting high-value opportunities into strategic action. Highlights:

Government of Alberta – Directing discovery and design for the province's first-of-its-kind Compassionate Intervention Program for Mental Health and Addictions.

eBay – Led research and design for trust-related buyer experiences, addressing a \$6.4B organizational problem. Designed new workflows projected to eliminate 90% of unpaid items and rebuild platform trust.

TranSoft Solutions – Lead C-suite executives through strategic foresight and vision alignment 3-day intensive workshop resulting in their long-term and annual strategic vision.

CAMH / University of Toronto / Health Canada – Directed a mixed-method diary study on youth vaping, delivering behavioural insights and product recommendations for a cessation experience. The unique methodology is being discussed academically.

RBC Digital – Planned and executed mixed-methods research to inform product design, operational strategies, and enterprise experience improvements. Embedded continuous discovery practices by implementing a new research intake and prioritization system. Founded a 100+ member internal research community to improve knowledge sharing and quality.

Canada Life – Pitched and designed Canada's first employer-supported student loan repayment benefit through generative research, scenario planning, and cross-functional ideation.

Spotify Ltd. / Staff Service Designer

FEB 2023 -FEB 2024, LONDON UK

Led cross-company journey and workflow design initiatives to improve how 10+ product and engineering teams collaborated, aligned priorities, and integrated insights.

- Created a net new operating model to foster effective collaboration and faster speed of delivery between business partners and product teams, including standardised artefacts improving transparency, prioritization, and cross-functional decision-making.
- Designed a product development model for machine learning projects in Spotify's commerce platform expected to retain and onboard millions of subscribers.

Shopify Inc. / Staff Service Designer

MAY 2021 -JUL 2022, TORONTO

Sole Service Designer across all Money products (~80% of Shopify's revenue). Led journey orchestration, experience strategy, and operational systems redesign across internal and merchant-facing touchpoints.

- Consolidated 14 fragmented operational workflows into 3 streamlined journeys, improving consistency and reducing redundancy.
- Partnered with engineering, compliance, data science, and support to operationalize new end-to-end experience standards.
- Developed thought leadership content to increase organizational literacy around service design; featured on Spotify UX Podcast and spoke at FITC Spotlight UX.

Royal Bank of Canada / Senior Manager, Experience Design Lead

NOVEMBER 2018 - MAY 2021, TORONTO

Lead a cross-disciplinary team of engineers and designers through the product lifecycle from idea validation to user research, prototyping, usability testing, and deployment in an Agile environment.

Guided teams remotely through the definition, conception, prototyping, piloting, testing, and eventual launch of a social distancing app to 55 000+ devices across 36 countries

- Introduced an experimental new pilot program for handling credit card disputes which resulted in the following outcomes:
 - First Call Resolution increased from 49% to 88%,
 - End-to-end cycle time improved by 8% overall, and by more than 50% in cases involving multiple calls.
 - Average handle time per call decreased by over 20% month-over-month as agents became proficient.

ServiceOntario / Service Design Lead

JANUARY 2017 - OCTOBER 2018, TORONTO

Led the end-to-end redesign research, service blueprinting, journey mapping, and usability testing to redesign birth registration, a mission-critical government service.

- Redesign reducing errors and improving usability alone contributed to \$15M in operational savings.

Designations

OCAD University / Master of Design, Strategic Foresight & Innovation

SEPTEMBER 2015 - JUNE 2016, TORONTO

Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans

The Scrum Alliance / Certified Scrum Product Owner (CSPO)

JULY 2020, TORONTO

Product Faculty Inc. / Advanced Product Management Certificate

MARCH 2020, TORONTO

Speaking Highlights

"The Problems AI Can't Solve", TEDxOCADU
MAY 2026

"Becoming Futureproof: Why Spotify needs Strategic Foresight", Spotify XDC
DECEMBER 2023

"Why We're Solving the Wrong Problems", FITC Spotlight UX
SEPTEMBER 2022

"#NoFilter: Digital Identities, Curated Realities and the Impact of Life Performed Online",
Futures Festival '20
OCTOBER 2020

Teaching

Adjunct Professor, "Products, Systems, and Services Design", Interdisciplinary Design
Strategy Post-Graduate Program, George Brown College, 2022

Guest Lecturer, "Trend Scanning to Inform Strategy", Full Sail University

Guest Lecturer, "Leading Organizational Change," Leading Innovation Course for MDes at
OCAD University