

Cecilia Gomez

Sr. UX Design Manager | Systems Thinker • Enterprise SaaS • Design Leadership

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UX design leader with 15 years in enterprise SaaS — five managing design teams, twelve teaching design at SAIC. Led UX for Anaplan's Applications platform, cutting customer time-to-value from 50–60 weeks to 8–12 and enabling a \$200.7M business. Designs for deeply technical users — model builders, analysts, administrators — partners as a peer with Product and Engineering, and scales small teams through deliberately designed operating models rather than headcount.

SELECTED IMPACT & TRANSFORMATION HIGHLIGHTS

- **Strategic Growth & Product Success.** Scaled UX operations for a strategic enterprise initiative, cutting customer time-to-value from 50–60 weeks to 8–12 weeks; the Applications business reached \$200.7M NNACV in 2025 (19.6% YoY growth) and represented 30% of Q4 2025 NNACV.
- **Design Leadership & Development.** Established design frameworks, rituals, and roadmaps that improved delivery speed and collaboration across globally distributed teams.
- **M&A Design Integration.** Orchestrated UX integrations post-acquisition (IBM, Anaplan), aligning divergent design systems, personas, and workflows through design thinking and research-led synthesis.
- **Education & Thought Leadership.** Over a decade as a lecturer, bridging academic design research and enterprise UX practice to mentor the next generation of design professionals.

EXPERIENCE

Sr. UX Design Manager | Anaplan Jun 2021 – Present

- Led the UX strategy for Anaplan's first customizable, out-of-the-box enterprise planning applications — reducing customer time-to-value from 50–60 weeks to 8–12 weeks. The Applications business reached \$200.7M NNACV in 2025 (19.6% YoY growth), represented 30% of Q4 2025 NNACV, and grew from 10 to 26 applications, with 225 applications sold.
- Scaled UX practices and ways of working to support rapid team growth from 9 to 60+ engineers and 1 to 4 PMs within 18 months — with a core team of 3 UX designers operating as one shared practice.
- Operate as the UX voice in the product triad alongside PM and Engineering leads — co-owning direction, planning design capacity four sprints ahead, and giving the teams accurate visibility into what design can deliver and when.
- Defined and enforced the UX quality bar across a 60+ engineer organization through structured weekly critique, exploration-to-engineering design handoff gates, and design review rituals.
- Designed and implemented UX roadmaps ensuring alignment with business goals and user needs across multiple product pillars.
- Championed new ways of working and facilitated organizational change, including UX leadership offsites, design ops initiatives, and mentorship programs.
- Collaborated across product, engineering, and research to deliver high-quality, user-centric experiences in an enterprise Agile (SAFe) context.
- Played a key role in post-acquisition product integrations (Fluence and Syrup), applying design thinking and research to unify differing user models, workflows, and UI paradigms while fostering collaboration across newly merged teams.
- Advocated for evidence-based design decisions by partnering with PMs and data teams to run experiments and measure UX impact through adoption, completion, and retention metrics.

Lecturer | The School of the Art Institute of Chicago (SAIC) Jan 2014 – Present

- Teach undergraduate and graduate design studio courses at 2000–3000 levels.
- Develop and manage course content, ensuring current, relevant, and inclusive curriculum.
- Mentor students and advise graduate thesis projects from research framing through defense.
- Recognized for integrating industry practices into academic settings, preparing students for professional design careers.

UX Designer & Researcher | IBM Nov 2012 – May 2021

- Led UX for IBM Planning Analytics (formerly TM1) administration and workflow experiences — from ideation and requirements gathering through launch.
- Designed, planned, and executed research studies supporting stakeholder OKRs and business goals.

- Presented design and research findings to leadership, turning insights into actionable improvements.
- Partnered with PMs, engineers, architects, and data scientists in Agile delivery cycles.
- Key contributor in merging acquired products (SPSS, Cognos) into cohesive UX frameworks through design thinking and user research — aligning differing user personas, interfaces, and workflows.

SIDE PROJECT

- **Where's My Stuff (2026)** — AI-powered family inventory PWA with natural language and voice logging. Full product and design ownership: user flows, IA, custom design system, accessibility for older adults. Built by directing Claude end-to-end (React, Supabase, Vercel, Claude API).

EDUCATION

- **Master of Design in Designed Objects** — The School of the Art Institute of Chicago, 2011. Exhibited at Salone Internazionale del Mobile, Milan.
- **Bachelor of Science in Computer Science** — Instituto Tecnológico de Estudios Superiores de Monterrey (Mexico), 2007. Graduated with Honors.

INTELLECTUAL PROPERTY

- System for Interactive Adjustment of Decision Rules — Filed Patent SVL820170120, 2017.
- Generating harmonic music to accompany text based on typing tempo and sentiment — Publication, 2019.
- Visual alert to warn distracted walkers at risk of collision with disabled people — Publication, 2019.

KEY SKILLS & EXPERTISE

Enterprise UX & Product Strategy · Developer-Adjacent & Technical-User UX · Activation & Self-Serve Time-to-Value · AI-Assisted Product Development · Agile & SAFe Methodologies · SaaS / Cloud Solutions (Anaplan, IBM Planning Analytics, IBM Cognos Analytics) · Cross-Functional Leadership & Global Team Management · Data Visualization & BI / CPM Tools · Mentorship & Talent Development