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exp
15+ years

projects
200+

industries
17

❖ HOW I THINK

Most organizations don't have a design problem. They have a systems problem — signals that don't reach the right people, decisions made too slowly, and change initiatives that target mindsets instead of redesigning the conditions.

I work upstream of the deliverable, but I don't stop there. My role is to identify and structure the optimal configuration within complex systems and carry that through into structured, executable solutions — shaping environments where the right behavior becomes the natural outcome.

This work typically spans large, multi-system initiatives across regulated and enterprise environments, requiring sustained collaboration with product, engineering, and leadership teams from early definition through implementation.

In the AI era, this means knowing when to automate, when to augment, and when to keep humans at the center — and designing systems that hold those decisions under real organizational pressure.

❖ WHAT I'VE BUILT

AI TRANSFORMATION • ENTERPRISE PLATFORM
MUNICH, GERMANY

Enterprise Knowledge Management platform from static storage to AI-assisted operations *(2023-present)*

Transformed an enterprise knowledge management platform into an AI-augmented system—introducing structured workflows, intelligent collaboration, and decision-support capabilities that enable teams to move from static information management to dynamic, AI-assisted operations.

SaaS RE-PLATFORM
CHICAGO, ILLINOIS

Global Trade Management system — full re-platform for North America's largest customs brokerage *(2.5 years)*

Re-platformed a fragmented legacy ecosystem into a unified, scalable system supporting brokers, clients, and suppliers across regulated international trade workflows—enabling more consistent operations, reduced risk, and improved decision-making at scale.

FINANCIAL SERVICES • ENTERPRISE SYSTEMS
NEW YORK, NEW YORK

Financial Services — Enterprise Systems Design

Led service design and system architecture across complex enterprise financial platforms, translating backend logic, APIs, and operational workflows into scalable, user-facing systems within highly regulated, multi-stakeholder environments.

VENTURE DESIGN • REGULATED OUTCOME
NEW YORK, NEW YORK

Digital Therapeutic — Mental Health Platform (FDA-aligned)

Led experience strategy and system design for a clinically-informed mental health product, translating behavioral data into measurable outcomes and enabling provider–patient workflows within a regulated, FDA-aligned environment.

❖ WHERE I'VE DONE IT

FINANCIAL & REGULATED

BMO • JPMorgan • Citibank

KPMG • Astellas • Pfizer

Gilead • Novo Nordisk • Abbott

Sanofi • GCI Health • J&J

TECHNOLOGY & ENTERPRISE

AMD • GE • GE Healthcare

FedEx • IEEE • Livingston

Rogers Telecom • IKEA

Hyatt • NYU • UVA • PLOS

AGENCIES & GLOBAL

JWT • McCann • Dentsu

BBDO • Grey • DDB • HAVAS

RAPP • SPR • BBDO

Revolution Digital • Brand Studios

❖ SOME BASICS

EDUCATION

MS Computer Information Systems — Baruch / CUNY

BBA Cum Laude Marketing Research — Baruch / CUNY

French Language & Art History — Nanterre, Paris

Architecture Design — Pro-Tech, São Paulo

LANGUAGES

ENGLISH PORTUGUESE FRENCH SPANISH

SECTORS

Financial • Pharma • Health • Tech • Logistics
Health • GOV • Mobility • Hospitality • Education
Media • Retail ...

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❖ WORK HISTORY

2025 — Present
9 months**TAILORU** New York, NY
AI Systems & Service Design Lead - Fractional*sectors/project types: non profit, mission-driven organizations, early-stage ventures (0-1)*

- Leads the design and delivery of AI-native product and service systems, guiding organizations from early-stage exploration through pilot implementation and operational readiness
- Defines system architecture, maps end-to-end workflows, and identifies high-impact opportunities for AI integration across complex organizational processes
- Builds structured frameworks that align technical feasibility with service design, enabling teams to move from fragmented experimentation to scalable, production-ready systems

2023 — Present
3 years**Brainstorm GmbH** Munich, Germany
AI Systems & Service Design - Fractional*sectors/project types: enterprise SaaS, knowledge management*

- Leads the transformation of an enterprise knowledge platform into an AI-augmented system, defining product vision, system architecture, and augmented workflows
- Translates complex organizational processes into intelligent, human-led systems by mapping decision flows, augmentation opportunities, and operational dependencies
- Partners with engineering and cross-functional teams to guide pilot design, evaluation, and iteration cycles, moving initiatives from experimentation to deployment readiness
- Defines structured pilot testing frameworks, including customer-facing guidance, training materials, and evaluation models

2019 — 2024
5 years**SPR** Chicago, IL
Lead Service & Product Design Consultant*sectors/project types: enterprise SaaS, logistics, healthcare, mobility*

Provided strategic leadership for multi-platform SaaS systems, bridging research, design, and implementation support across complex enterprise environments for various clients

Logistics
2.5 years

- Led service design and systems strategy for the re-platforming of a global customs brokerage system, consolidating multiple legacy platforms into a unified, scalable environment supporting brokers, clients, suppliers, and internal operations across regulated international workflows.
- Directed end-to-end discovery, system mapping, and service blueprinting to define how complex, interdependent workflows should operate within a modern platform—balancing regulatory constraints, operational continuity, and future scalability.
- Co-defined the transformation roadmap and delivery sequencing in close collaboration with client leadership and engineering, aligning business priorities with technical feasibility across a multi-year build.
- Acted as the primary bridge between executive stakeholders, product teams, and a 15+ person engineering team—translating business requirements into structured system logic, workflows, and developer-ready specifications.
- Designed role-based workflows, access logic, and interaction models across the system, ensuring clarity, consistency, and usability across multiple user types and operational contexts.
- Developed a comprehensive suite of service and system artifacts—including blueprints, flows, interactive prototypes, and functional specifications—to support aligned decision-making and continuous delivery.
- Ensured delivery readiness by maintaining artifacts ahead of development cycles, enabling efficient sprint execution and reducing friction across teams.

Mobility
6-8 months

- Designed a predictive insights dashboard prototype to help insurance teams interpret large datasets and prioritize operational actions, translating complex data structures into clear, actionable decision flows.
- Developed UX concepts and interactive prototypes for data-driven operational tools, focusing on simplifying complex workflows and improving visibility into system-driven decisions.

Healthcare
4 months

- Analyzed and mapped a multi-system membership ecosystem for a national healthcare organization, surfacing data fragmentation, manual process dependencies, and lifecycle gaps across onboarding, engagement, and renewal

2017 — 2024
7 years**TeemVentures** New York, NY
Lead Service & Product Design Consultant*sectors/project types: mobility, digital health / therapeutics*Mobility
3 years

- Led design and definition of multiple mobility ventures for Avis Budget Group, including a multimodal transportation platform integrating car rental, public transit, and third-party mobility services into a unified user experience.
- Defined end-to-end service blueprints and system architectures for new and existing mobility services (e.g., Budget Truck), mapping customer journeys, operational workflows, and backend systems across the full rental lifecycle.
- Conducted research, UX audits, and concept development across fleet management systems and new service models (e.g., campus-based mobility), informing product strategy, partnership opportunities, and scalable platform design.

Healthcare
7 years

- Led end-to-end UX research, audit, and iterative validation of a clinically-informed mental health product grounded in validated assessments (GAD-2, PHQ-2, Mini-SPIN), translating gameplay-derived signals into measurable behavioral outcomes
- Defined and delivered provider-patient system architecture, including practitioner prescription workflows and portal experiences, ensuring alignment with FDA digital therapeutic requirements across product development
- Embedded as lead design partner within cross-functional teams (product, research, clinical), supporting multiple digital health ventures from early concept through validation and launch readiness

2009 — 2018
9 years**Independent Service & Product Design Lead (Consulting)***Various Global Organizations | New York, NY**Sectors: financial services, healthcare & pharma, enterprise technology, logistics, education, telecom, hospitality*

- Led service and product design across a high volume of global programs, partnering with agencies, enterprise teams, and direct clients to define complex digital systems and platform experiences across multiple industries
- Defined system architectures, service blueprints, and interaction models for enterprise platforms, including enterprise financial systems (e.g., J.P. Morgan), global ordering and operations tools (e.g., GE Lighting), and multi-market healthcare ecosystems
- Translated technical requirements, APIs, and backend constraints into scalable user-facing systems, often acting as the bridge between engineering, product, and business stakeholders
- Designed and prototyped large-scale, multi-flow systems (Axure and functional specifications), enabling alignment across distributed teams and accelerating implementation of complex platforms
- Facilitated stakeholder workshops, requirements definition, and ecosystem mapping across global teams, including on-site engagements to validate operational models and user needs
- Contributed to long-term product and platform initiatives (e.g., multi-year healthcare programs), supporting roadmap development, multi-portal system design (patient, provider, corporate), and logic frameworks for behavioral and clinical workflows

❖ APPLIED RESEARCH & SYSTEM DESIGN

- **The MESH Operating System** — Framework for orchestrating AI-human collaboration through structured signals, workflows, and iterative sensemaking loops—designed to move organizations from ambiguity to executable systems
- **Augmentation Blueprint** — Extends traditional service blueprints into AI-native systems by mapping automation, reasoning, and decision authority—making governance, control, and system boundaries explicitly designable
- **Stable Persona Framework (SPA)** — Investigates how consistent AI partner behavior emerges from structured context instead of memory, reframing identity as a function of interaction design rather than persistence