

OWEN MAASS

UX Architect / Product Strategy Lead | Digital Transformation | AI-Enabled Platform Growth

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EXECUTIVE PROFILE

Product strategy leader with 10+ years turning executive priorities into roadmaps that drive revenue, engagement, and operating efficiency across banking, manufacturing, retail, and hospitality. Led the U.S. Bank × Union Bank migration (1M+ clients) and the Next-Generation Wealth Platform, pairing AI-enabled product strategy with the design systems and governance that let organizations scale delivery across markets.

BUSINESS IMPACT

1M+ customers migrated • 40% faster onboarding • 95% customer satisfaction • 28% higher engagement • 35% faster reporting • 25% online revenue growth • 30% less checkout friction • 10+ countries modernized

CORE EXPERTISE

Product Strategy & Roadmaps • Go-to-Market Strategy • Digital Transformation • AI Product Strategy • Enterprise Design Systems • Commercialization • Executive Stakeholder Management • User Research & Experimentation • Data Visualization & Analytics • Figma • WCAG Accessibility

PROFESSIONAL EXPERIENCE

Sebastian's Bakehouse — *Freelance Product Strategy Consultant* Jan 2025 – Present

- Rebuilt the brand and digital commerce experience end to end, growing online revenue 25% and cutting checkout friction 30%.
- Designed a custom ordering and inventory system that improved order reliability and streamlined daily operations.
- Unified in-store and digital experience through packaging, merchandising, and analytics-driven iteration.

U.S. Bank — *UX Architect / Product Strategy Lead* Apr 2022 – Dec 2024

- Led product strategy for the U.S. Bank × Union Bank migration (1M+ clients), cutting onboarding time 40% and raising customer satisfaction to 95%.
- Directed the Next-Generation Wealth Platform, redesigning customer journeys to grow feature engagement 28%.
- Defined adaptive onboarding flows, data-validation patterns, and regulatory-compliant workflows, partnering with analytics and research to guide AI-assisted portfolio recommendations.
- Built the enterprise design system and governance model, improving consistency and development speed across product teams.

American Axle & Manufacturing — *Lead Product Experience Strategist* Sep 2020 – Apr 2022

- Led the redesign of pricing and reporting tools used across 10+ countries, cutting reporting time 35% and improving data accuracy.
- Built a modular design and governance framework aligning internal and partner-facing products, adopted across Product, Engineering, Finance, and Operations.
- Mentored a distributed design team and established component governance practices.

Sosco Inc. — *Founder & Creative Director* Feb 2016 – Aug 2020

- Directed end-to-end brand and experience strategy for a dine-in cinema concept, integrating physical space, digital ordering, POS systems, and service blueprints.
- Led cross-functional teams across product, marketing, operations, and vendor partners to launch and scale multi-channel experiences.
- Developed brand identity, packaging, and environmental standards that strengthened market positioning and repeat engagement.

EDUCATION

Bachelor of Business Management — Culinary Institute of America

CERTIFICATIONS

Certified Scrum Master — Scrum Alliance • Designing an Accessible User Experience — Deque University • Advanced Data Visualization with Tableau — LinkedIn Learning • Figma Advanced Prototyping — Figma