

ISAAC JOHN GOLINO

Senior Digital Strategist

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Executive Leader: Digital Strategy, Enterprise UX Design Systems, and Digital Transformation for Global Brands including Microsoft, Qualcomm, Honda, and Southern California Edison. I create scalable design ops, AI-powered content workflows, and measurable business outcomes for Fortune 500 organizations. I lead enterprise-scale digital transformation by architecting and operationalizing web platforms, design systems, brand systems, AI-enabled content, and cross-team publishing governance models—delivering measurable gains in speed, consistency, and business impact.

HIGHLIGHTS

- **Digital Transformation:** Launched a design-system-led publishing platform that accelerated screen delivery by 200% and a digital governance model which reduced rework by 80%.
- **Cross-Functional Leadership:** Led an agile transformation program to integrate marketing, product, and brand teams into a shared Figma-based system of templates and components, ensuring accessibility and brand compliance.
- **AI Integration:** Embedded AI-assisted workflows into the operating model, reducing agency copywriting fees by 75% and enabling next-day turnaround for content production.
- **Corporate Governance Alignment:** Operationalized governance layers by aligning agile delivery with Marketing, Brand, and Corporate Communications through a shared intake and AI-enabled workflow.
- **Scalable SEO Strategy:** Designed content migration architecture and metadata taxonomy in Drupal to enable SEO-safe site evolution.

EXPERIENCE

SCE

2024 - 2026

Senior Digital Strategist: Content, UX, & Design Systems

- Launched a design-system-led publishing platform that accelerated screen delivery by 200%, reduced rework by 80%, and shortened the average page creation and launch timeline by 50%.
- Unified product, UX, and brand teams around a shared Figma-based system of templates and components, eliminating bespoke page creation and ensuring accessibility and brand compliance.
- Embedded AI-assisted workflows (Microsoft Copilot) into the operating model, reducing agency copywriting fees by 75% while enabling next-day turnaround for content production.
- Operationalized governance layers by aligning agile delivery with Marketing, Brand, and Corporate Communications through a shared intake and AI-enabled workflow.
- Designed content migration architecture and metadata taxonomy in Drupal to enable SEO-safe site evolution and URL/redirect handling.

WUNDERMAN THOMPSON

2017 - 2022

VP Strategy & Analytics

- Founded and scaled a 20-person Strategy and Web Analytics practice for the California region, managing web strategy and digital roadmaps for Microsoft, American Honda Motors (AHM), and Nestlé.
- Pioneered the Help Me Choose feature for Surface.com, resulting in an 18% increase in purchase likelihood, a 10% rise in accessory attachments, and over \$1MM in net revenue.
- Optimized Acura.com by prioritizing web analytics fundamentals (KPI frameworks and tagging QA), leading to a content prioritization approach that achieved 53% faster page loads.
- Directed cross-functional optimization using MSFT Power BI, Adobe Analytics, and Sitecore to drive performance benchmarks across web, app, search, and social channels.

POSSIBLE

2011 - 2016

VP Digital Strategy

- Established the Digital Strategy capability for the West Coast, creating UX and MarTech strategies for 15+ Fortune 500 brands including Belkin, Linksys, and Qualcomm.
- Redesigned SCE.com self-service features based on customer sentiment data, increasing online self-service usage by 15% and significantly improving CSAT scores within 10 months.

- Automated CRM personalization for Mazda, utilizing web service APIs to dynamically insert content; achieved an 8% increase in email response rates and a 75% reduction in production costs.
- Grew agency billings by \$10 million by integrating the Marketing Sciences department into project cycles, utilizing Salesforce Marketing Cloud and Tableau for predictive analytics.

SCHEMATIC

2003 - 2010

VP, Creative Services

- Managed a 50+ person award-winning team of Creative Directors and Developers, contributing to business development wins exceeding \$22MM.
- Deployed UX design systems for high-scale web applications and CMS components for clients including Dell, Target, Fox, and ABC.
- Engineered agency-wide creative methodologies and brand vision, leading to the successful acquisition of Schematic by WPP in 2007.

EDUCATION

Bachelor of Science, Environmental Design | University of California at Davis (1997)