

EZRA MASTERS

SENIOR BUSINESS STRATEGIST • DIGITAL TRANSFORMATION STRATEGIST • PRODUCT / UX STRATEGIST
AI & AUTOMATION ARCHITECT • INNOVATION STRATEGIST

Dallas, Texas • mastersoftheux@gmail.com • www.MastersOfTheUX.com • www.linkedin.com/in/ezramasters
NN/g UX Manager Certified (6 Specializations; Best in Class) • Certified CBT Practitioner • AI Fluent

EXECUTIVE PROFILE

Senior business, digital transformation, product/UX, and innovation strategist with 15+ years across Fortune 500 and enterprise environments. Enters ambiguous business contexts, maps the people, operating model, technology, information, and data; exposes the underlying problem or opportunity; and translates insight into strategy, architecture, and executable systems. Combines enterprise business analysis, extended mind mapping, complex problem decomposition, customer research, advanced data and information mapping, behavioral science, product architecture, AI-enabled workflows, automation, and hands-on digital delivery. Trusted executive advisor and cross-functional facilitator who connects business goals, customer needs, marketing objectives, technology constraints, and organizational realities—then moves initiatives from ambiguity through validation and into execution.

EXECUTIVE COMPETENCIES

Enterprise & Business Strategy: Digital transformation; innovation strategy; business analysis; operating-model design; opportunity framing; business-model and value-proposition architecture; strategic documentation; executive advisory

Systems & Insight: Extended mind mapping; complex problem decomposition; systems, stakeholder, ecosystem, data and information mapping; pattern identification; research synthesis; hypothesis formation; data-informed decision-making

Product, Experience & Behavior: Product and UX strategy; service design; customer journey architecture; information architecture; research; prototyping; usability testing; A/B testing; design systems; CBT-informed behavioral design

AI, Automation & Technology: AI workflow architecture; business-process automation; CRM workflow design; webhooks; lead routing; system integration; digital journey automation; responsive front-end architecture; AI-assisted / vibe-coded product building

Leadership & Execution: Cross-functional leadership; executive stakeholder communication; facilitation; innovation coaching; governance; prioritization; product-owner enablement; concept validation; agile delivery; design and engineering partnership

CURRENT VENTURES & STRATEGIC ADVISORY

Founder & Business Systems Architect — DigiCapi

DigiCapi | Dallas, TX / Hybrid

Aug 2025 – Present

DigiCapi.com

Architected DigiCapi as a low-touch, scalable business-growth ecosystem connecting Personal Credit, Digital Credibility, and Business Capital—not as three isolated services, but as one coherent operating model.

- Applied the Triple Diamond Method at the business level—discovery, definition, development, validation, and delivery—to identify interconnected entrepreneur barriers and convert them into a differentiated value proposition, service architecture, business model, and executable digital ecosystem.
- Mapped the complete lifecycle from customer problem and market opportunity through offer, positioning, acquisition, education, qualification, service selection, intake, CRM capture, automated routing, partner / fulfillment handoff, and follow-up.
- Architected the customer journey, comparison and landing experiences, forms and digital intake, CRM workflows, lead routing, webhooks, partner integrations, acquisition funnels, messaging, advertising systems, and conversion architecture as one integrated front-end/back-end experience.
- Designed clear fulfillment boundaries and partner handoffs while preserving ownership of the originating customer relationship and core customer data; separated founder-level strategy from repeatable operations that technology and partners can execute.

- Built for self-service and minimal unnecessary founder intervention through automated education, qualification, intake, routing, onboarding, follow-up, and AI-enabled workflows—creating an autonomous, low-touch system without implying the absence of human support.
- Translated business strategy into functioning digital infrastructure using product/UX architecture, technology selection and integration, CRM and automation design, behavioral guidance, rapid prototyping, and iterative validation.

Founder & Behavioral Transformation Ecosystem Architect — Healing With Ezra

Healing With Ezra | Dallas, TX / Hybrid

Aug 2025 – Present

HealingWithEzra.com

Created a behavioral transformation and knowledge ecosystem that organizes CBT-informed techniques, spirituality, and a foundation of Christ Consciousness into structured digital pathways, intellectual property, products, and escalating levels of support.

- Architected a progressive-intervention journey: discovery → self-assessment → archetype identification → problem identification → personalized direction → relevant content/product → self-guided application → community or coaching escalation when deeper intervention is needed.
- Designed behavioral assessment and archetype-routing architecture, cognitive-restructuring frameworks, personalized content pathways, digital products, commerce and delivery, automated intake, CRM workflows, customer routing, coaching/program structures, and community pathways.
- Developed proprietary N.I.C.E., G.R.I.T., F.I.R.E., and P.E.R.M.S. frameworks for practical behavior change, men's wellness, family resilience, and human thriving; authored 20 books published through Amazon KDP and extended the IP through audiobook and audio-based learning formats.
- Integrated behavioral science into product and UX strategy to reduce overwhelm, clarify decisions, preserve user agency, and guide achievable next steps across self-service and increasingly personalized experiences.
- Architected automated discovery, segmentation, personalization, content/product routing, digital delivery, education, CRM follow-up, and escalation so the ecosystem can create value without requiring direct founder intervention in every interaction.
- Applied AI-enabled content, audio, and production workflows to organize and distribute proprietary knowledge across Healing With Ezra and supporting BuddhaVH1 brand/content systems, including long-form media, multi-platform distribution, audience development, and community architecture.

Independent Senior Business / Product / UX Strategist

Freelance / Self-Employed | Dallas, TX / Remote

May 2026 – Present

- Advise teams on business and product discovery, digital transformation, experience architecture, rapid prototyping, and AI/automation strategy across multiple verticals.
- Convert fragmented stakeholder ideas and ambiguous requirements into mapped systems, prioritized opportunities, testable concepts, and build-ready direction that connects customer value, business value, technology, and delivery.

ENTERPRISE STRATEGY, TRANSFORMATION & PRODUCT LEADERSHIP

Senior UX Strategist & Internal Innovation Coach

First Command Financial Services, Inc. | Fort Worth, TX / Hybrid

Apr 2025 – Aug 2025

Served primarily as an executive advisor, innovation strategist, and internal coach—helping cross-functional idea owners become capable product owners and research-minded business leaders.

- Applied the Triple Diamond Method, Business Model Canvas, and Value Proposition Canvas to opportunity framing, structured ideation, concept development, business-case creation, validation planning, governance, prioritization, and innovation-pipeline strategy.
- Trained idea owners in product ownership, UX research thinking, problem definition, hypothesis formation, stakeholder alignment, and pitch development; converted fragmented ideas into structured, decision-ready initiatives for the Innovation Approval Committee.
- Led Adobe Target strategy and platform configuration across digital properties, including audience architecture, experimentation, and personalization by military life stage, service branch, and product affinity.
- Facilitated executive and cross-functional alignment, broke down organizational silos, and designed visual governance systems for comparing strategic fit, customer impact, feasibility, and enterprise value.

Senior UX Generalist — Strategy, Architecture & Design

Masters of the UX (Sensationo, Inc.) | Dallas County, TX / Remote

Jun 2024 – Apr 2025

- Led an AI workflow overhaul spanning research synthesis, strategic decision support, concept development, prototyping, content operations, automation, and product delivery.
- Architected practical workflows integrating ChatGPT, custom GPTs, Midjourney, DALL·E, Hugging Face, AutoGPT, Perplexity AI, ElevenLabs, Notion AI, Zapier, Make, and Canva AI to accelerate work while preserving strategic judgment and human-centered quality.

Lead UX App Architect (Mobile)

UPS | Dallas, TX / Remote

Dec 2023 – May 2024

- Directed product and mobile experience architecture within a highly complex enterprise logistics environment, translating operational workflows, customer needs, business requirements, and technology constraints into coherent application direction.
- Conducted competitive analysis, mapped requirements and flows, aligned stakeholders across departments, and guided product, engineering, design, and business partners through agile iteration and validation.

Lead UX Architect (Web)

UPS | Dallas, TX / Remote

Apr 2023 – Dec 2023

- Re-architected logistics pickup and locator experiences using business requirements analysis, systems thinking, personas, user and process flows, journey mapping, information architecture, wireframes, prototypes, and design-system thinking.
- Connected complicated operational rules and fragmented stakeholder requirements to intuitive web experiences through sustained collaboration with product management, engineering, design, and enterprise stakeholders.

UX Lead Specialist — UX Leadership & Strategy Trainer

United States Air Force | Dallas, TX / Hybrid

Jan 2023 – Mar 2023

- Set experience vision and strategy for intranet and knowledge-retrieval initiatives; translated global stakeholder needs and business requirements into information architecture, design specifications, and executable direction.
- Trained military personnel in UX strategy, information architecture, Figma, Sketch, and interaction prototyping; facilitated cross-functional design seminars and alignment across product, development, marketing, and UX/UI teams.

Senior UX Designer — Complex Data Visualization

Intuit | Dallas, TX / Remote

Sep 2022 – Dec 2022

- Reframed a legacy internal application used by engineers to search, analyze, modify, and disseminate complex sensitive external data; transformed dense information into clearer narratives, flows, prototypes, and decision-support experiences.
- Partnered with product and engineering on user-driven requirements, advanced data visualization, feature direction, high-fidelity design, and implementation-ready assets.

User Experience Project Strategist

PwC | Dallas, TX / Remote

May 2021 – Aug 2022

Strategic inflection point: PwC developed and refined the enterprise strategist—expanding the work from screens and features to interconnected business problems, systems, data, stakeholders, hypotheses, and decision-making.

- Partnered closely with the UX Director, senior leadership, and cross-divisional stakeholders to align user, business, marketing, and technology objectives across complex enterprise initiatives.
- Applied extended mind mapping, advanced business analysis, complex problem decomposition, systems and stakeholder mapping, and advanced data/information mapping to structure ambiguous problems and reveal patterns, dependencies, and opportunities.
- Architected research and testing approaches; developed hypotheses; coordinated user research, UX testing, concept validation, and A/B testing; synthesized qualitative and quantitative evidence into actionable strategic direction.
- Translated research findings and business goals into concepts, prototypes, documentation, prioritization, and executable product/digital initiatives; facilitated alignment across complicated stakeholder environments.
- Established a strategic operating methodology subsequently applied and expanded through UPS, First Command, independent consulting, Healing With Ezra, and DigiCapi.

Senior UX Architect

Private Company (Contract) | Frisco, TX / Hybrid

Mar 2019 – May 2021

- Evaluated business and user requirements and translated them into application architecture, process flows, sitemaps, storyboards, mockups, and interactive prototypes in close partnership with engineering.
- Presented strategic rationale and design direction to stakeholders throughout the product lifecycle, connecting requirements, feasibility, experience quality, and implementation.

Health & Well-Being / Mindful Self-Awareness Sabbatical

Career Break | Dallas-Fort Worth, TX

May 2018 – Feb 2019

Invested in family, volunteering, behavioral understanding, personal development, and professional renewal; returned with greater clarity and NN/g UX Manager certification (Best in Class).

Full-Stack Product Architect

7-Eleven | Irving, TX / On-site

May 2017 – May 2018

Joined 7-Eleven's first in-house digital team as its ninth member and operated across product ownership, research, information architecture, experience design, prototyping, and business-case development.

- Owned near-term product strategy, concept development, and experience architecture for the Franchisee Mobile App and related customer-ordering and franchisee-fulfillment experiences.
- Helped grow UX investment from \$3M to \$30M through proof-of-concept design, product value demonstration, business-case development, and executive persuasion; supported team growth from one practitioner to nearly a dozen contributors.
- Established a shared Figma and InVision design library and component-management approach; recruited and screened UX talent as the organization scaled.

Senior UX Designer (Mobile)

Citi | Irving, TX / On-site

Jun 2016 – May 2017

- Co-designed CitiPay mobile features and enhancements while serving as the user advocate across agile delivery; produced wireframes, visual comps, and prototypes grounded in personas, behavioral specifications, usability testing, and expert review.

Senior UX Developer

Kaiser Permanente | Pasadena, CA / Remote

Jun 2015 – Jun 2016

- Co-led rapid prototyping and responsive front-end development for the KP.org redesign using HTML5, CSS3, jQuery, Adobe AEM, and an extended interaction pattern library in one-week agile sprints.
- Facilitated brainstorming, analysis, design, usability, and feedback sessions across product, design, engineering, and business disciplines.

User Experience Generalist (UX SME)

Adobe / Motorola Strategic Venture | Washington, DC / Remote

Oct 2014 – May 2015

- Shaped UX strategy, visual direction, and rapid prototypes within a custom Adobe AEM environment, aligning new experiences with Motorola brand and product requirements in collaboration with product owners, SMEs, and stakeholders.

UX Developer

Farmers Insurance | Los Angeles, CA / On-site

Jun 2013 – Sep 2014

- Supported the enterprise brand transformation of Farmers.com through UX design and responsive front-end development using HTML5, CSS3, JavaScript, jQuery, and Adobe AEM.
- Served as the primary bridge between design and development, translating detailed user flows, interaction decisions, and corporate standards into production experiences.

TECHNOLOGY & PLATFORMS

Strategy / Business / Product / UX: Triple Diamond Method; Business Model Canvas; Value Proposition Canvas; business analysis; extended mind mapping; systems, data, information, stakeholder and customer journey mapping; information architecture; user research; usability testing; A/B testing; product strategy; UX strategy; prototyping; wireframing; design systems

Design / Product Tools: Figma; FigJam; Sketch; InVision; Axure RP; Zeplin; Adobe Creative Cloud; Jira; Confluence

Adobe / Enterprise: Adobe AEM; Adobe Target; audience architecture; experimentation; personalization; AEM integration

Development: HTML5; CSS3; JavaScript; jQuery; responsive web development; front-end architecture; rapid prototyping; Lovable; AI-assisted / vibe-coded product development

AI / Generative Technology: ChatGPT / OpenAI; custom GPTs; Midjourney; DALL·E; Hugging Face; AutoGPT; Perplexity AI; ElevenLabs; Notion AI; Canva AI

Automation / Digital Operations: Zapier; Make / Integromat; CRM workflow architecture; webhooks; lead routing; system integrations; AI workflow architecture; business-process automation; digital customer journey automation; automated content and audio workflows

CREDENTIALS, EDUCATION & THOUGHT LEADERSHIP

- Nielsen Norman Group (NN/g) — UX Manager Certified; six specializations; Best in Class
- Certified CBT Practitioner (Cognitive Behavioral Therapy)
- B.A., Florida International University, 2003 | A.A., Florida Agricultural and Mechanical University, 2001
- Author of 20 books on men's mental health, behavioral transformation, wellness, family resilience, and spiritual alignment, published through Amazon KDP; catalog available at HealingWithEzra.com
- BuddhaVH1 — supporting personal-brand, long-form content, podcast/media, audience, multi-platform distribution, community, AI-enabled production, and content monetization architecture