



Dale Prentiss, PhD

Senior UX Strategist & Innovation Leader

15 years of experience in human-centered design and UX strategy

3 years in AI strategic architecture and systems integration

Profile

UX leader with over 20 years of experience translating complex business goals into high-impact digital experiences across financial, government, retail, and educational sectors. Experienced in leading cross-functional design thinking workshops, establishing research governance, and aligning product, engineering, operations, and executive stakeholders. Proven track record managing high-stakes discovery projects, from legacy system modernization to emerging AI ecosystems, ensuring the voice of the user drives product roadmap decisions.

CGI experience

Top 10 U.S. Mortgage Finance Enterprise - Enterprise AI Product Research & Governance (06/25 to present)

- Synthesize user feedback into actionable recommendations that inform enterprise AI product direction, governance decisions, enhancement prioritization, and self-service AI capabilities.
- Partner with AI platform, engineering, security, and business stakeholders to evaluate enhancement requests, balance user needs with governance requirements, and improve the overall enterprise AI experience.
- Develop user-centered approaches to AI adoption by identifying patterns of use, emerging workflows, and opportunities to improve trust, usability, and organizational effectiveness.
- Contribute to enterprise AI governance by helping define product standards, support user enablement, and guide responsible adoption of AI capabilities within a highly regulated financial services environment.

State Government Employee Retirement System - Lead Accessibility Architect & Regulatory Auditor (09/25 to 05/26)

- Led accessibility audits and technical remediation planning to support WCAG 2.1 AA and Title II compliance across digital experiences.
- Partnered with engineering teams to identify high-risk blockers, validate remediation approaches, and translate accessibility findings into actionable product guidance.

Fortune 500 Payment Solutions Provider - UX & Innovation Strategy Lead (02/25 to 06/26)

- Directed executive-level discovery and workshops to translate disparate technical requirements into prioritized AI, product, and experience roadmaps.
- Synthesized research, telemetry, market intelligence, and stakeholder input into future-state strategies for cyber threat intelligence and agentic commerce ecosystems.

Large State Capital Public Sector Project - Training Strategy & UX Documentation Lead (04/25 to 06/25)

- Developed training strategy, user-facing implementation materials, and structured guidance for a large ERP modernization effort.
- Rapidly synthesized complex project information into adoption materials that supported operational readiness and stakeholder alignment.

Multiple Farm Credit Associations - AI Product & UX Strategy Lead (10/24 to 01/25)

- Designed, developed, user-tested and launched an AI-driven regulatory assistant for loan officers, compliance managers, and executive users.
- Used Copilot Studio, Power Automate, JSON, HTML/CSS, Axure RP, and research synthesis to create a searchable, citation-supported experience that reduced regulatory analysis time by more than 50 percent.

Leading Business Solutions Provider - UX / AI Application Strategist (02/24 to 09/24)

- Developed and user-tested AI-enabled internal tools on the Copilot Studio platform, including SOW automation, consultant matching, promotion request, and RAG interface concepts.
- Translated operational pain points into practical product concepts, interfaces, and workflow automations aligned to internal user needs.

Top-Tier Wealth Management Firm - UX Consultant & Strategic Infrastructure Consultant (11/22 to 02/24)

- Served as UX consultant on an Agile delivery team modernizing branch scheduling and legacy work management tools.
- Supported interactive dashboards, in-app guidance, and stakeholder alignment, contributing to a 15 percent reduction in customer wait times and improved operational efficiency.

Other experience

Cengage Group - Senior UX Researcher & Lead Strategist (09/13 to 10/22)

- Directed high-impact research for a portfolio of digital learning products, engaging hundreds of users through interviews, heuristic analyses, usability sessions, accessibility reviews, competitive benchmarking, and discovery research.

Oakland University - Research and Instruction (09/05 to 05/18)

- Developed, designed, and delivered classroom and online learning experiences using ADA-compliant instructional techniques and student feedback to improve learning outcomes.

Xerox - Instructional Systems and Technical Documentation Consultant (06/09 to 03/12)

- Created technical documentation and training programs for global pharmaceutical and industrial clients, including offshore HR and call-center operations.

U.S. Army TACOM - Office Chief and Scientific Researcher (01/92 to 05/09)

- Directed research, archival, and communication programs for a large federal agency, translating complex scientific and engineering work for broader audiences.

Education

- M.A. and Ph.D., U.S. History, Stanford University
- B.A., Highest Honors, History, University of Michigan

Trainings and certifications

- MicroMasters in UX Research & Design, University of Michigan
- WCAG 2.1 Regulatory Compliance Certification
- AI Foundations Certification - IC Agile

Skills summary

Skill	No. of years	Level*
Technical skills		
Agile UX Leadership	5	3
Research & Design Tools (Axure RP, Figma, HTML, CSS, FigJamAI, Adobe Pro, Photoshop, Mural, Eloqua, Ethnio, UserTesting, Harvey.ai, Dovetail, Lucidspark, Qualtrics)	8	3
Application knowledge		
MS Power Platform	3	2
WCAG 2.1 (ADA compliance)	6	4
IT disciplines		
UX Management Strategy & Tactics	15	4
Human-Centered Design	8	4
AI development	3	3
Quantitative & Qualitative Research	15	4
UX Roadmap & Product Strategy	9	3
Design Thinking & Facilitation	8	3
Other relevant skills		
Communication	15	4