Julián Rodriguez Orihuela

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Professional Summary

Results-driven digital transformation leader with over a decade of experience driving impactful change across public and private sectors. Adept at spearheading product strategy, organizational change, and user-centered design to optimize digital experiences. Proven expertise in building high-performing teams and modernizing business processes through agile methodologies and data-driven decision-making. Successfully led digital transformation initiatives for governments, enterprises, and NGOs, delivering scalable solutions that improve efficiency and user engagement.

Core Competencies

- Product Strategy & Management
- Digital Transformation & GovTech
- Organizational Change & Change Management
- User Research & UX Strategy
- Content & Knowledge Management
- Stakeholder Engagement & Leadership
- Agile Methodologies & Process Optimization
- Cross-Functional Team Leadership

Professional Experience

Freelance Consultant

Feb 2023 – Present

- Led digital transformation initiatives for **Orilat**, mapping business processes to streamline ERP/CRM adoption, optimizing sales, procurement, and payment workflows. This work directly facilitated vendor selection and implementation planning.
- Developed a **data aggregation and visualization framework** for **CIPPEC**, defining technical specifications, governance structures, and policy recommendations for a national-level digital skills and employability initiative.
- Conducted a strategic **website evaluation** for the **Open Government Partnership**, producing a roadmap for UX enhancements and CMS improvements. My recommendations directly influenced content strategy and operational efficiency.

EVM | Digital Transformation & Innovation Consultant

Feb 2022 – Dec 2024

- Designed a **digital government transformation roadmap** for the Canary Islands, focusing on agile service development, procurement strategies, and UX best practices. This initiative helped modernize public sector digital services, aligning them with European standards.
- Established and led a digital product unit, defining strategy, hiring teams, and overseeing the launch of **Tamiz**, a SaaS product. Managed budgeting, roadmap development, and interdepartmental alignment, ensuring the product's successful market entry.
- Developed a framework for evaluating and prioritizing new product initiatives, optimizing resource allocation within the company.

Kin and Carta | Principal Product Manager

Oct 2020 – Aug 2021

- Managed **Shell Energy UK's mobile app**, optimizing user engagement for 130,000+ MAUs. Delivered key UX improvements that increased retention and customer satisfaction scores.
- Expanded Kin and Carta's product team from 0 to 7 PMs, refining recruitment and training processes, and defining best practices for product management.
- Spearheaded alignment between Shell Energy stakeholders and cross-functional teams, improving development efficiency and reducing time-to-market for new features.

Buenos Aires City Government | Digital Experience Director

Dec 2019 – Oct 2020

- Led a 30-person team in redesigning Buenos Aires' digital services, optimizing UX and content strategy for **buenosaires.gob.ar** (200,000+ monthly users).
- Implemented a **new digital design system**, improving accessibility and consistency across government platforms.
- Transitioned the team to remote operations during COVID-19, ensuring seamless government communications, emergency response coordination, and the rapid deployment of digital services for citizens.

Ministry of Modernization of Argentina | National Director of Digital Services

Jan 2016 – Oct 2018

- Unified **1,000+ government websites** under **argentina.gob.ar**, scaling MAUs from 0 to **10M+ users in a year**, transforming it into the central hub for government information and services.
- Designed and launched **Mi Argentina**, a digital citizen portal consolidating key government transactions and services.

- Led the **G20 Argentina 2018** digital presence, overseeing the development of the official event website and digital engagement strategy.
- Established government-wide **digital service standards**, ensuring consistency, accessibility, and efficiency in public sector digital offerings.
- Spearheaded citizen satisfaction initiatives, implementing surveys, feedback mechanisms, and public service digitalization efforts.

Education & Certifications

- **Certified Scrum Product Owner® (CSPO®)** – Scrum Alliance
- **Audio-Visual Designer** – Universidad de Palermo

Technical & Language Skills

- **Languages:** Spanish (Native), English (Proficient)
- **Tools & Platforms:** Agile (Scrum/Kanban), CMS, SEO, UX/UI, Data Analytics, ERP/CRM Systems, Digital Service Design