

Attachment 10 includes a separate form (Excel file) for each Key Staff position and contains two (2) parts that must be completed for each proposed candidate:

Part 1 - Resume Tab

Instructions: Include a Resume for all proposed Key Staff. The template prescribes the required content that must be submitted with Proposals in response to the RFP. This format should also be used by the successful Contractor for the duration of the Agreement.

Key Staff Background: Provide Contractor name, Key Staff name, Role of Key Staff within the Contractor organization, duration (in years) in that Role and a description of the Key Staff's role within the organization,

Key Skills: Provide a summary of all skills and qualifications the proposed Key Staff candidate possesses in support of the Key Staff position.

Education/Certifications: Provide education and any relevant certifications. Start with the most recent.

Relevant Experience: This section is optional. For any Projects not cited within Part 2, contractors may provide additional Projects that illustrate experience or background to support their Key Staff candidate. Start with the most recent experience and add as many rows as necessary.

Part 2 - Key Staff Minimum Qualification Tabs (\$19 - \$23)

Instructions: Complete the Staff Project qualifications portion on each of the tabs of the form (all fields with a white background). All fields on the form must be completed, providing sufficient information to allow the Consortium to validate that the proposed Staff person meets the Minimum Qualifications (MQs).

For each Project, identify the name of the Project, Project/Project Role details, Description of the relevant Project Experience, and Project Contact information.

Project/Project Role details: Provide the Contractor name, Project start and end dates, percentage of time on the Project (100%, 50%, etc.), and name of Role on the Project.

Description of Relevant Experience: Provide a description that includes sufficient detail to verify that the Key Staff role/experience on the Project is relevant the MQ definition.

Contact Information: Provide the name, company/org name, role, email and phone number of a Client/Customer contact for this Project. Contact Information must be provided for a Project to be considered valid.

A full-time equivalent (FTE) is estimated to be approximately 1,920 hours annually. Proposed Staff may not cite full-time experience gained working simultaneously on multiple Projects.

If more than six (6) Projects must be cited in order to satisfy the MQ, insert the additional Project and Contact Information and a corresponding new summary table row.

Do not enter any data into the summary section of the tab. All summary table data will be populated from the Project details provided.

If a Project's start and/or end date is prior to the start time of the MQ or a Project does not comply with a specified Project detail, the form provides some basic "error" messaging. This messaging is informational. Contractors are responsible for the accuracy of their submissions and alignment of each Project with the details of the Minimum Qualifications (MQs).

BENEFITSCAL USER CENTERED DESIGN (UCD) LEAD

PART 1 – RESUME

Contractor	Deloitte Consulting LLP	Candidate Name	Blake Weyland
Position in the Company	Manager	Length of Time in Position	47 months
Project Position & Responsibilities	In his role as a Design Manager, Blake works with design, product, and engineering teams to plan, prioritize, and deliver UCD work products, including use cases, prototypes, and usability studies. He serves as the project expert on UCD and advocates for the Users' perspective to ensure that products are truly user-centric. He conducts user research to understand the needs and goals of the target users, analyzes and synthesizes data to create use cases, develops design concepts and prototypes, tests and evaluates the solutions with users and stakeholders, and iterates and refines design solutions based on test results and feedback. Additionally, he communicates with Application Managers and other project team members to confirm UCD alignment with business and solution objectives.		
Skills & Qualifications for Project Position	Blake exceeds all skills, qualifications, and requirements for this project position. Blake is a seasoned User Experience professional with over 12 years of experience in delivering human-centric digital solutions in the public and private sectors. He has experience leading designs for major enhancement releases and overseeing the functional and design team workstreams through UCD and UX Design lifecycle activities, including discovery research, user stories, prototyping, and usability testing.□		
Education (add rows as needed)			
Start	End	Degree / Course of Study	School
8/1/2008	5/1/2012	BA, Graphic Design	San Diego State University
Professional Certifications or Designations (add rows as needed)			
Certification or Designation	Organization	Dates	
		2017	

Additional Relevant Experience (Add additional tables as needed)

Project Title #1					
Position Title					
Begin Date		End Date		# of Months	0.00

Scope and Description of Responsibility					
Skills Utilized and Experience Attained					
Project Title #2					
Position Title					
Begin Date		End Date		# of Months	0.00
Scope and Description of Responsibility					
Skills Utilized and Experience Attained					
Project Title #3					
Position Title					
Begin Date		End Date		# of Months	0.00
Scope and Description of Responsibility					
Skills Utilized and Experience Attained					

PART 2 – USER CENTERED DESIGN (UCD) LEAD MINIMUM QUALIFICATIONS SUMMARY TABLE				
Contractor -	Deloitte Consulting LLP		Candidate Name -	Blake Weyland
Minimum Qualification - S19	Bachelor's Degree in relevant design discipline, (e.g., Interaction design, Human Computer Interface, User Experience Design), or certification from similar accelerated learning program.			
Certification/Degree Title	Certification Number	Original Grant Date	Expiration Date	Online Validation Link, if not available attach a copy to the offer
Bachelors of Arts-Graphic Design, San Diego State University		2012		

PART 2 – USER CENTERED DESIGN (UCD) LEAD MINIMUM QUALIFICATIONS SUMMARY TABLE

Contractor -	Deloitte Consulting LLP		Candidate Name - Blake Weyland		
Minimum Qualification - \$20	A minimum of five (5) years of experience leading a program of work through full product development cycles in discovery, concepting, prototypes, requirements, design specifications, implementation and post-implementation.				
Project Name	Start Date	End Date	Percentage of Time	Duration in Months	Project Value
CA CARES	9/1/2023	6/30/2024	100%	10.0	10.0
Genetic Disease Screening Program	9/1/2020	8/30/2023	100%	36.0	36.0
	3/30/2014	6/30/2017	100%	39.0	39.0
	3/1/2013	3/29/2014	100%	12.9	12.9
Totals				97.9	97.9

PART 2 – USER CENTERED DESIGN (UCD) LEAD MINIMUM QUALIFICATIONS PROJECT DETAILS

Minimum Qualification - \$20	A minimum of five (5) years of experience leading a program of work through full product development cycles in discovery, concepting, prototypes, requirements, design specifications, implementation and post-implementation.				
Project #1			Contact		
Company Name:	State of California		Contact Name & Role:	Daniel Schribner, Product Chief	
Project Name:	CA CARES		Company/Org Name:	CA CARES	
Start Date (MM/DD/YYYY):	9/1/2023	End Date (MM/DD/YYYY):	6/30/2024	Phone Number:	
Staff Role:	Design Manager	Percentage of Time:	100%	Email:	
Description of relevant experience:	Blake managed a design team of 12 UX/UI designers throughout the Child Welfare product development cycle. He oversaw concepting, mock-ups, prototypes, user flows, requirements gathering, and design specifications in preparation for implementation. He has experience creating and evaluating his solutions with users and stakeholders, refining and iterating on those solutions based on feedback. Blake implemented a streamlined approach to componentization relative to the Salesforce tech stack. Within the style system, he worked alongside client stakeholders and SMEs to achieve user-centric outcomes in designs that were technically feasible and also aligned with business needs.				
Project #2			Contact		
Company Name:	California Department of Public Health (CDPH)		Contact Name & Role:	Robyn Jimenez, PNS Section Chief	
Project Name:	Genetic Disease Screening Program		Company/Org Name:	California Department of Public Health (CDPH)	
Start Date (MM/DD/YYYY):	9/1/2020	End Date (MM/DD/YYYY):	8/30/2023	Phone Number:	
Staff Role:	Design Manager	Percentage of Time:	100%	Email:	
Description of relevant experience:	Blake led the modernization of the user workflow for the Genetic Disease Screening Program. He guided the User-Centered Design (UCD) processes throughout the entire product development cycle, from discovery through prototyping, requirements gathering, to implementation. He collaborated across teams to align user needs with work quality and development efforts. Additionally, he created living style guides to ensure consistency throughout the Software Development Life Cycle (SDLC) and promoted a focus on ROI from a user perspective.				

Project #3				Contact	
Company Name:				Contact Name & Role:	
Project Name:				Company/Org Name:	
Start Date (MM/DD/YYYY):		3/30/2014	End Date:	6/30/2017	Phone Number:
Staff Role:		Senior Designer/UXUI Director	Percentage of Time:	100%	Email:
Description of relevant experience:		As UX/UI Director, Blake collaborated with cross-functional teams to enhance customer experience and conversion. He led the product team in creating user experience requirements for software design, involving user testing, user flows, wireframes, mock-ups, prototypes, and story requirements for engineering. He spearheaded the implementation of style guides and atomic design systems. In his role as a senior designer, Blake also directed a company-wide product conversion to the responsive Bootstrap framework. Additionally, he developed and managed a Jira-based agile development workflow for cross-functional development, design, and marketing teams, overseeing the process from discovery through prototyping, requirements gathering, to implementation.			

Project #5				Contact	
Company Name:				Contact Name & Role:	
Project Name:				Company/Org Name:	
Start Date (MM/DD/YYYY):		3/1/2013	End Date:	3/29/2014	Phone Number:
Staff Role:		Designer	Percentage of Time:	100%	Email:
Description of relevant experience:		As a designer, Blake developed experiences for customers business via a proprietary Ecommerce CMS and managed the full product development cycle from discovery to requirements gathering to implementation. He oversaw the integration of responsive design into workflow and managed client expectations and deadlines across multiple projects, decreasing a project backlog of over 100 projects ot less than 10 in 4 months.			

PART 2 – USER CENTERED DESIGN (UCD) LEAD MINIMUM QUALIFICATIONS SUMMARY TABLE					
Contractor -	Deloitte Consulting LLP		Candidate Name - Blake Weyland		
Minimum Qualification - S21	A minimum of two (2) years of experience leading design work of successful automation products, demonstrating User Centered Design models and User Experience usability studies.				
Project Name	Start Date	End Date	Percentage of Time	Duration in Months	Project Value
Genetic Disease Screening Program	9/1/2020	8/30/2023	100%	36.0	36.0
GOVX.COM	3/30/2014	6/30/2017	100%	39.0	39.0
			0%	0.0	0.0
			0%	0.0	0.0
			0%	0.0	0.0
Totals				75.0	75.0

PART 2 – USER CENTERED DESIGN (UCD) LEAD MINIMUM QUALIFICATIONS PROJECT DETAILS					
Minimum Qualification - \$21		A minimum of two (2) years of experience leading design work of successful automation products, demonstrating User Centered Design models and User Experience usability studies.			
Project #1				Contact	
Company Name:		California Department of Public Health (CDPH)		Contact Name & Role:	Robyn Jimenez, PNS Section Chief
Project Name:		Genetic Disease Screening Program		Company/Org Name:	California Department of Public Health (CDPH)
Start Date (MM/DD/YYYY):		9/1/2020	End Date (MM/DD/YYYY):	8/30/2023	Phone Number:
Staff Role:		Design Manager	Percentage of Time:	100%	Email:
Description of relevant experience:		Blake led the modernization of the user workflow for the Genetic Disease Screening Program. He conducted usability studies and applied User-Centric Design principles to guide the design team through the entire product development cycle, focusing on full-cycle automation.			
Project #2				Contact	
Company Name:				Contact Name & Role:	
Project Name:				Company/Org Name:	
Start Date (MM/DD/YYYY):		3/30/2014	End Date:	6/30/2017	Phone Number:
Staff Role:		Senior Designer/UX/UI Director	Percentage of Time:	100%	Email:
Description of relevant experience:		As UX/UI Director, Blake collaborated with cross-functional teams to enhance customer experience and conversion. He led the product team in defining user experience requirements for software design, utilizing user experience studies and user testing within the updated automation framework.			

Project #3				Contact	
Company Name:				Contact Name & Role:	
Project Name:				Company/Org Name:	
Start Date (MM/DD/YYYY):		End Date (MM/DD/YYYY):		Phone Number:	
Staff Role:		Percentage of Time:		Email:	
Description of relevant experience:					
Project #4				Contact	
Company Name:				Contact Name & Role:	
Project Name:				Company/Org Name:	
Start Date (MM/DD/YYYY):		End Date:		Phone Number:	
Staff Role:		Percentage of Time:		Email:	
Description of relevant experience:					
Project #5				Contact	
Company Name:				Contact Name & Role:	
Project Name:				Company/Org Name:	
Start Date (MM/DD/YYYY):		End Date:		Phone Number:	
Staff Role:		Percentage of Time:		Email:	
Description of relevant experience:					

PART 2 – USER CENTERED DESIGN (UCD) LEAD MINIMUM QUALIFICATIONS SUMMARY TABLE

Contractor -	Deloitte Consulting LLP		Candidate Name -	Blake Weyland	
Minimum Qualification - S22	A minimum of two (2) years of experience demonstrating advanced skills in interactive design, Visual/UI design and Architecture.				
Project Name	Start Date	End Date	Percentage of Time	Duration in Months	Project Value
CA CARES	9/1/2023	6/30/2024	100%	10.0	10.0
Genetic Disease Screening Program	9/1/2020	8/30/2023	100%	36.0	36.0
	3/30/2014	6/30/2017	100%	39.0	39.0
	3/1/2013	3/29/2014	100%	12.9	12.9
			0%	0.0	0.0
Totals				97.9	97.9

PART 2 – USER CENTERED DESIGN (UCD) LEAD MINIMUM QUALIFICATIONS PROJECT DETAILS

Minimum Qualification - S22	A minimum of two (2) years of experience demonstrating advanced skills in interactive design, Visual/UI design and Architecture.				
Project #1				Contact	
Company Name:	State of California			Contact Name & Role:	Daniel Schribner, Product Chief
Project Name:	CA CARES			Company/Org Name:	CA CARES
Start Date (MM/DD/YYYY):	9/1/2023	End Date (MM/DD/YYYY):	6/30/2024	Phone Number:	
Staff Role:	Design Manager	Percentage of Time:	100%	Email:	
Description of relevant experience:	In his dual role as Design Manager and individual contributor, Blake showcased his advanced skills in interactive design, visual/UI design, and design architecture. He successfully leveraged these skills to develop a modern and visually appealing Child Welfare product for state workers and citizens.				
Project #2				Contact	
Company Name:	California Department of Public Health (CDPH)			Contact Name & Role:	Robyn Jimenez, PNS Section Chief
Project Name:	Genetic Disease Screening Program			Company/Org Name:	California Department of Public Health (CDPH)
Start Date (MM/DD/YYYY):	9/1/2020	End Date (MM/DD/YYYY):	8/30/2023	Phone Number:	
Staff Role:	Design Manager	Percentage of Time:	100%	Email:	
Description of relevant experience:	In his capacity as Design Manager and as an individual contributor, Blake demonstrated his advanced skills in interactive design, visual/UI design, design architecture, data modeling, and algorithm development. These competencies were instrumental in creating a modern and visually appealing product for end-users. Additionally, he spearheaded the implementation of living style guides and atomic design systems.				

Project #3					
Company Name:				Contact	
Project Name:				Contact Name & Role:	
Start Date (MM/DD/YYYY):				Company/Org Name:	
3/30/2014		End Date:		6/30/2017	
Staff Role:		Senior Designer/UXUI Director		Phone Number:	
		Percentage of Time:		100%	
Email:					
<p>Description of relevant experience:</p> <p>In his capacity as Design Manager and as an individual contributor, Blake demonstrated his advanced skills in interactive design, visual/UI design, design architecture, data modeling, and algorithm development. These competencies were instrumental in creating a modern and visually appealing product for end-users. Additionally, he spearheaded the implementation of living style guides and atomic design systems.</p>					
Project #5					
Company Name:				Contact	
Project Name:				Contact Name & Role:	
Start Date (MM/DD/YYYY):				Company/Org Name:	
3/1/2013		End Date:		3/29/2014	
Staff Role:		Designer		Phone Number:	
		Percentage of Time:		100%	
Email:					
<p>Description of relevant experience:</p> <p>In his capacity as Design Manager and individually contributing designer, Blake demonstrated his advanced skills in interactive design, visual/UI design, and design architecture to create a modern and visually appealing web experience for end users. Additionally, Blake standardized and streamlined front-end UI and design processes, increasing delivery efficiency by 300%.</p>					
Project #5					
Company Name:				Contact	
Project Name:				Contact Name & Role:	
Start Date (MM/DD/YYYY):				Company/Org Name:	
		End Date:			
Staff Role:		Percentage of Time:		Phone Number:	
Email:					
<p>Description of relevant experience:</p>					

PART 2 – USER CENTERED DESIGN (UCD) LEAD MINIMUM QUALIFICATIONS SUMMARY TABLE					
Contractor -	Deloitte Consulting LLP		Candidate Name - Blake Weyland		
Minimum Qualification - S23	A minimum of one (1) year of experience conducting User research and prototyping.				
Project Name	Start Date	End Date	Percentage of Time	Duration in Months	Project Value
Genetic Disease Screening Program	9/1/2020	8/30/2023	100%	36.0	36.0
			0%	0.0	0.0
			0%	0.0	0.0
			0%	0.0	0.0
			0%	0.0	0.0
			0%	0.0	0.0
Totals				36.0	36.0

PART 2 – USER CENTERED DESIGN (UCD) LEAD MINIMUM QUALIFICATIONS PROJECT DETAILS					
Minimum Qualification - S23		A minimum of one (1) year of experience conducting User research and prototyping.			
Project #1				Contact	
Company Name:		California Department of Public Health (CDPH)		Contact Name & Role:	Robyn Jimenez, PNS Section Chief
Project Name:		Genetic Disease Screening Program		Company/Org Name:	California Department of Public Health (CDPH)
Start Date (MM/DD/YYYY):		9/1/2020	End Date (MM/DD/YYYY):	8/30/2023	Phone Number:
Staff Role:		Design Manager	Percentage of Time:	100%	Email:
Description of relevant experience:		As the Design Manager, Blake has demonstrated extensive expertise in User-Centered Design (UCD) by developing comprehensive journey maps and user flows, conducting in-depth user interviews, and engaging in prototyping and user testing. He is an advocate for the users' perspective and has experience conducting ethnographic research with labs and workers, coupled with analyzing quantitative data from application usage and user-submitted forms. This holistic approach ensures a robust foundation in understanding and enhancing user experience.			
Project #2				Contact	
Company Name:				Contact Name & Role:	
Project Name:				Company/Org Name:	
Start Date (MM/DD/YYYY):			End Date:		Phone Number:
Staff Role:			Percentage of Time:		Email:
Description of relevant experience:					

Project #3						Contact	
Company Name:					Contact Name & Role:		
Project Name:					Company/Org Name:		
Start Date (MM/DD/YYYY):		End Date:		Phone Number:			
Staff Role:		Percentage of Time:		Email:			
Description of relevant experience:							
Project #4						Contact	
Company Name:					Contact Name & Role:		
Project Name:					Company/Org Name:		
Start Date (MM/DD/YYYY):		End Date:		Phone Number:			
Staff Role:		Percentage of Time:		Email:			
Description of relevant experience:							
Project #5						Contact	
Company Name:					Contact Name & Role:		
Project Name:					Company/Org Name:		
Start Date (MM/DD/YYYY):		End Date:		Phone Number:			
Staff Role:		Percentage of Time:		Email:			
Description of relevant experience:							