

Writing Sample

PROMPT #2: *What is the most inventive or innovative thing you've done? It doesn't have to be something that's patented. It could be a process change, product idea, a new metric or customer facing interface – something that was your idea. It cannot be anything your current or previous employer would deem confidential information. Please provide us with context to understand the invention/innovation. What problem were you seeking to solve? Why was it important? What was the result? Why or how did it make a difference and change things?*

While at BlackRock, I was responsible for rebranding and redesigning ten global websites for their institutional clients. The team provided me a three-step process for live web activations that took 4 to 6 weeks to complete. The 3-step process in place consisted of first reaching out to each product stakeholder and convincing them to provide updated content to produce their product's landing page. Second, collect the information, put together a document and send it to Legal and Compliance for approvals. Once approved, it then went to the development team for creation as the last step to get the webpage live.

As I learned their process, I noticed a disconnect when communicating with the other teams about our needs and the importance of gathering the content for the web. What seemed like a simple conversation was causing confusion and distrust while getting the teams on board with the project. As a result, the product stakeholders struggled to provide the needed content, the Legal team didn't understand where the content was going, and the development team didn't know how to capture the vision of the webpage. I also noticed the strain it was causing to the project's productivity and timeline. I knew it had to be a more efficient way to get this done.

Considering the process and its pain points, I created an opportunity to streamline their approach to increase productivity, consistency across the web, and time. To do this, I made a page layout for each section of the website to provide consistency and flow across the web. Then, I leveraged the page layout across the product teams by creating a template to collect the specific content for their landing pages. Providing the page layout and template helped the product stakeholders understand what we were trying to do and what was needed to get it done. Once I collected their content, I created a mockup of the landing page to provide a visual for approval. The mockup made it easier to speed up the rest of the process with the other teams. For example, the Legal team felt the mockup and template made it easier to understand the design and message for approvals. Likewise, the same mockup and template made it easier for the Development team to create the web page without much error.

By implementing this innovative page layout, template, and mockup creation, I was able to streamline the development of the landing page cross-functionally. I now completed a process projected to be 4 to 6 weeks long per landing page to finish in 1 to 2 weeks. Though my team predicted I wouldn't finish this project before the end of the contracted date, I was able to complete the project for the ten global websites in a third less time. Creating the template and the process's efficiency allowed my team to develop better communication skills and save time. In addition, it generated a streamlined process that the team now uses for future web updates.