

LUIS VELASQUEZ

PRODUCT OWNER | GEOSPATIAL SOLUTIONS

(404)-966-4814
LVELASQU12@GMAIL.COM
CANTON, GEORGIA

OBJECTIVE

Product Owner with a background in engineering and a passion for solving complex, real-world problems through data-driven tools and workflows. I thrive on turning ambiguity into clarity—bridging technical teams and end users to design geospatial and analytics solutions that make a measurable impact. Naturally curious and collaborative, I enjoy ideating with cross-functional teams and guiding product development that delivers tangible value to end users.

SKILLS & ABILITIES

- Evaluate user workflows and define metrics that drive adoption
- Translate geospatial tools and data formats into practical use cases
- Communicate complex ideas clearly across technical and non-technical teams
- Lead Agile rituals: backlog grooming, story writing, sprint planning
- Prioritize user value in fast-moving, ambiguous environments
- Curious, user-focused, and driven to turn insights into action

EXPERIENCE

2024 – Present

Product Owner – Smart Atlas Arcadis, Global

Reduced project execution time by 30–50% through the standardization of spatial templates and the integration of commonly used datasets and tools across multiple regions

Led end-to-end product ownership for a browser-based geospatial viewer adopted by 500+ (growing) environmental and engineering staff, improving spatial data access without requiring advanced GIS tools or licenses

Defined and prioritized a GIS-focused backlog of user stories across map tools: drawing tools, print/export, and data layer integration, resulting in improved workflows and reduced GIS team overhead

Collaborated cross-functionally with engineers, UX designers, and GIS analysts to deliver intuitive tools using ArcGIS Online, Esri web services, and scalable UI templates

Engaged users through workshops and 1:1 discovery sessions to capture high-value use cases, resulting in features like save/share maps, 3D terrain, data catalogs, and spatial query tools

Created SharePoint onboarding hub and internal training resources, supporting global adoption and continuous feedback loops across 6+ country business units

2023 – Present

Positioned the Viewer for client-facing delivery, exploring paid deployment options to enhance stakeholder engagement, proposal competitiveness, and project transparency

Digital Portfolio Manager

Arcadis, Resilience Global Business Area

Reduced digital portfolio costs by 30% by identifying duplicative, legacy, or low-value tools—streamlining offerings and reallocating resources to scalable, high-impact solutions.

Optimized resource allocation and investment prioritization by developing a structured evaluation framework to assess product viability, reducing wasted investment and improving time-to-value for automation and standardization initiatives.

Improved cybersecurity posture by leading digital compliance reviews and removing high/medium-risk applications from active use, reducing organizational exposure.

Positioned internal tools for competitive advantage by linking product outcomes to real-world business cases (e.g., faster permitting, compliance, margin lift), supporting both client delivery and sales teams.

Served as a bridge between product and operations, translating technical features into business outcomes and maintaining alignment between roadmaps, user needs, and field constraints.

2019 – 2023

Project Manager | GIS & Data Strategy (GDOT Public Sector)

Georgia Department of Transportation via Arcadis, Mobility Global Business Areas, Key Projects:

GDOT Operational Improvement Program, Statewide

Developed a GIS-driven prioritization model to rank over 7,000 intersections for operational upgrades, resulting in increased federal program funding

I-85 Planning & Environmental Linkages Study, Gwinnett County

Designed and deployed a corridor-level data strategy for the I-85 Planning & Environmental Linkages (PEL) Study, improving cost estimation accuracy and **reducing manual data entry by 40%** through standardized GIS workflows

Statewide Joint Agency Data Purchasing Program

Led a statewide data procurement initiative across multiple transportation and planning agencies, saving GDOT \$5M annually through shared vendor contracts and aligned data licensing strategies

2013 – 2020

Transportation Engineer

Arcadis, Mobility Global Business Area

Successfully led complex, multidisciplinary infrastructure projects for public sector clients, including the Georgia Department of Transportation (GDOT).

Demonstrated ability to **manage stakeholder expectations, navigate regulatory requirements**, and deliver results across planning, design, environmental, and data initiatives.

Adapted quickly to new subject matter, applying curiosity, structured thinking, and **cross-functional leadership to solve challenges** in transportation, mobility, and data-sharing domains.

Delivered projects involving ITS deployments, pedestrian safety upgrades, Design-Build oversight, and NEPA technical studies.

Managed the delivery of noise and air quality analyses on major projects using GIS-based workflows, interactive dashboards, and public engagement tools.

2012 – 2013

Transportation Engineer
A&R Engineering

EDUCATION

Bachelor of Science in Civil Engineering Technology
Southern Polytechnic State University (now KSU)

CERTIFICATIONS

Professional Engineer (PE) – PA, GA

Professional Scrum Product Owner (PSPO I)