



COMPANY OVERVIEW

BM Interactive Group is an agile, principal-led digital transformation studio specializing in Human-Centered Design (HCD), AI integration, and full-stack software development for enterprise and high-stakes environments.

CORE COMPETENCIES

- **UI/UX - Human-Centered Design**
Human-centered design and usability testing for complex digital products in high-stakes environments.
- **AI Integration & Transformation**
AI integration and transformation services: Integrating secure, compliant AI/ML frameworks into legacy enterprise workflows and federal operational structures.
- **Product Strategy**
Product strategy services that define what to build, how to prioritize it, and how to execute it.
- **Software Development**
Full-stack web and mobile application development, from architecture and build to testing and deployment.

DIFFERENTIATORS

- **We don't just design – we ship.**
Research through working code, no handoff needed.
- **UX Certified**
by Nielsen Norman Group
- **We've built design & dev teams, not just joined them.**
1→8 at Home Depot. 2→17 at MoviePass.
- **Conference founder, not just practitioner.**
South Florida's largest UX+Dev event, 200+ attendees.
- **Principal-led on every engagement.**
The expert you hire is the one doing the work.
- **No generalists, no dabblers.**
15+ years deep in UX design, user research, and software development.

PAST PERFORMANCE

- **Enterprise AI Design Strategy**
Surveill (2025 - 2026)
Built Surveill's first UX and design strategy for enterprise and agentic AI. Delivered brand, website, app redesign, and a clearer AI output experience in 6 months.
- **AI-Powered Search & Recommen...**
The Home Depot (2021-2025)
Led UX for AI search and personalization on homedepot.com, directing a team of 11. \$75.49M projected impact from the filters redesign. Search engagement +15%, CTR +18%.
- **Pro Quoting Tool Redesign**
The Home Depot (2021)
Redesigned the B2B quoting tool used daily by Pro associates, grounded in contextual research. Order processing time improved 26.2%. User satisfaction rose from 3/10 to 9.5/10.

NAICS

- 541511 – Computer Programming Services
- 541512 – Computer Systems Design Services
- 541519 – Other Computer Related Services
- 541430 – Graphic Design Services

Contact

Ignacio Garcia-Huidobro
 Founder / Principal
 igarcia@bminteractivegroup.com
 321.243.6734
 bminteractivegroup.com
 Ponte Vedra Beach, FL

Schedule A Briefing

Contact us to discuss **teaming opportunities, subcontracting, or agency-specific** engagements.

We tailor every approach to your agency's mission.