Max M Chambliss II

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Product Designer with a proven track record of creating intuitive, complex data-heavy solutions for web, mobile apps, and infotainment systems. A dedicated professional committed to driving digital transformation and delivering exceptional user experiences through data-driven design and effective collaboration.

Work experience

Ford Motor Company   **Sept 2020 - Jun 2023**

Product Designer

- Led interaction design on multiple unreleased vehicles, effectively articulating design value to key executive stakeholders.
- Guided UX team using HCD frameworks, ensuring data-driven concepts aligned with user research and business needs.
- Created 3D models with Maya and Unreal Engine, designing new UX/UI and enhancing existing interfaces.
- Redesigned UIs for better adaptation to websites and iOS devices, resulting in a 35% decrease in mobile app abandonment.
- Collaborated with Product Managers to document end-product specifications supporting development and implementation.
- Developed workflows, personas, interaction flows, wireframes, low/high-fidelity prototypes, following Agile/Lean UX methodologies.
- Worked closely with product managers to formulate strategic product direction, ensuring alignment with business goals.
- Collaborated with developers to implement visual designs into functional modules. - Achieved a 63% increase in SmartGrid Rewards enrollment by replacing vague objectives with clear calls to action.
- Translated user research into a FordPass roadmap, driving a 30% increase in conversion rates.
- Redesigned information architecture, resulting in a 17% improvement in user task completion.

Ford Motor Company   **Nov 2015 - Sept 2020**

Software Engineer

- Led server migration and application launch, meeting tight deadlines.
- Expedited unit, parallel, and system integration testing of 3 Accounting/Finance interfaces, resolving data issues.
- Developed and converted file transfer protocols for enhanced efficiency.
- Collaborated with UX researchers to enhance customer experience through usability testing.
- Designed and launched major features, reducing fraud activity by 78%.
- Led engaging workshops as an experienced HCD facilitator.
- Managed regulatory reporting, ensuring compliance with daily requirements.

TD Auto Finance   **Jul 2015 - Nov 2015**

Senior Credit Analyst / Credit Investigation

- Collaborated with Product Managers to capture specifications for downstream development.
- Demonstrated problem-solving, negotiation, and sales skills in Retail Credit Department.
- Led in-depth analysis and investigation of automotive finance contracts, identifying opportunities for improvement.

Skills

Business Analysis | UX Research | User Testing and Validation | Customer Journey Mapping | Information Architecture | Low and High-Fidelity Wireframing | Prototyping | Interaction Design | Visual Design | Defining Product Specifications | Design System Development | Design Sprints | A/B Testing

Education

Wayne State University   **Sept 2005 - Dec 2009**

Bachelor of Arts in Business Administration, Major: Finance