Max Chambliss II

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Product Designer

Experienced Product Designer adept at shaping seamless, data-rich solutions for web, mobile, apps, and infotainment systems. Fusion of design expertise and coding proficiency for a holistic approach to innovation.

WORK EXPERIENCE

Ford Motor Company • 11/2015 - 06/2023
Product Designer • 09/2020 - 06/2023

- Led a team of four in redesigning a Business-to-Business (B2B) platform, achieving a 20% increase in engagement. The initiative aimed to empower global engineers by streamlining the process of locating vehicle and parts recalls within a single application.
- Used user research Quantitative methods to enhance user interface (UI) effectiveness by a 10% boost in user engagement, which the team analyzed through interaction and task completion rates.
- Crafted adaptive designs for seamless user experience across various screens, enhancing overall accessibility.
- Masterfully employed design tools, including Figma, Sketch, InVision, Adobe XD, and Adobe Photoshop, to breathe life into concepts, creating designs that seamlessly blended user appeal with strategic business objectives.
- Led interaction design on multiple unreleased vehicles, effectively articulating design value to key executive stakeholders
- Guided User Experience (UX) team using HCD frameworks, ensuring data-driven concepts aligned with user research and business needs.
- Proficient in user-centered design principles, skilled in conducting user research through surveys, focus groups, and interviews, and experienced in both moderated and unmoderated usability testing methodologies.
- Addressed subsystems and ensured compliance with usability standards (ISO 9241) and web accessibility guidelines (WCAG & ADA Section 508).
- Created 3D models with Maya and Unreal Engine, designing new User Interface/User Experience (UI/UX) and enhancing existing interfaces.
- 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 User Experience (UX) methodologies.
- Optimized collaboration, project management, and documentation with Rally, JIRA, and Confluence.
- Collaborated with developers to implement visual designs into functional modules. - Achieved a 63% increase in SmartGrid Rewards.

- 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.
- Proficient in web development technologies: HTML, CSS, JavaScript, SQL.

Software Engineer/Product Designer • 11/2015 - 09/2020
- Led server migration and application launch, meeting tight deadlines.
- Expedited unit, parallel, and system integration testing of 3 Accounting/Finance interfaces, reducing fraud activity by 78%.
- Developed and converted file transfer protocols for enhanced efficiency.
- Exceptionally skilled in Rally, JIRA, and Confluence for efficient project management and collaboration.
- Collaborated with UX researchers to enhance customer experience through usability testing.
- Designed and launched major features, reducing fraud activity.
- Led engaging workshops as an experienced HCD facilitator.
- Proficient in web development technologies including HTML, CSS, JavaScript, and SQL, with a proven track record of using these skills to create interactive and dynamic user interfaces and databases.

TD Auto Finance • 07/2011 - 11/2015

Senior Credit Analyst/Credit Investigation • 07/2011 - 11/2015
- Collaborated with Product Managers to capture specifications for downstream development.
- Demonstrated problem-solving, negotiation, and sales skills in the Retail Credit Department.
- Led in-depth analysis and investigation of automotive finance contracts, identifying opportunities for improvement.

EDUCATION

UX/UI Design Bootcamp
Ford Motor Company • 04/2019 - 08/2019

Bachelor Of Arts In Business Administration Finance
Wayne State University • 09/2005 - 12/2009

SKILLS

Business Analysis | UX Research | User Testing and Validation | Customer Journey Mapping | Information Architecture | Low and High-Fidelity Wireframing | Prototyping | Interaction Design | ADA (Americans with Disabilities Act) Compliance | Visual Design | Defining Product Specifications | Design System Development | Web Content Accessibility Guidelines (WCAG) | Design Sprints | A/B Testing

Tools: Figma, Sketch, Adobe Creative Cloud, InVision, HTML, CSS, JavaScript, SQL, UserZoom, Abstract, ProtoPie, UXPin, Jira, Rally, Story Teller, Usertesting.com, Miro, Visio, Android OS, FigJam