



# Hi, I'm Chase:

## Design Leader | Service Design, UX Strategy & Enterprise AI Systems

Principal-level UX and service design leader with 20+ years of experience driving zero-to-one digital innovation and enterprise-scale strategy. I translate complex business and technical requirements into intuitive, AI-powered workflows that deliver measurable impact across regulated industries.

## Professional Experience

Consulting & Leadership Experience

### Principal UX & Design Consultant

Contract

*BXD Consulting | 2024 - Present*

- Lead multi-industry UX and brand transformation initiatives for enterprise SaaS, logistics, and consumer clients.
- Designed end-to-end service ecosystems aligning customer journeys, operational workflows, and cross-functional teams to translate strategy into measurable outcomes.
- Deliver AI-informed product strategy and system design that elevate usability, trust, and differentiation.
- Establish scalable frameworks for design systems, workflow efficiency, and brand consistency.

### Principal UX Consultant

Contract

*Cloud.Red (WorldTech IT) | Jul 2025 - Sep 2025*

- Led service redesign of the Cloud.Red Orchestration platform, mapping end-to-end workflows across engineering, support, and customer touchpoints to improve system efficiency and usability.
- Built a scalable design system and responsive Figma library, increasing prototype velocity by 35%.
- Partnered with leadership to translate complex technical concepts into a clear, cohesive product vision.
- Created a repeatable Experience Report Framework that unified engineering and customer feedback.

### Brand Strategy Consultant

Contract

*Upper Echelon Products (UEP) | May 2025 - Jul 2025*

- Repositioned UEP as a multi-brand portfolio (Everlasting Comfort, Repel, ClearRear, and others).
- Directed an eight-category rebrand, delivering scalable design systems, packaging, and Amazon content frameworks.
- Led persona development and category research (2016-2020) to shape messaging and market segmentation.
- Produced a Brand Book and Amazon-ready asset system for consistent storytelling and faster execution.

### Design Manager, UX & Product Design

Contract

*Ascendum → Norfolk Southern | Apr 2025 - May 2025*

- Directed enterprise service design transformation for intermodal logistics, mapping complex multi-role journeys across operations, compliance, and technical systems.
- Standardized design intake and Agile operations to improve velocity and stakeholder alignment.
- Built secure, accessible design systems grounded in role-based permissions.
- Partnered with product leadership to align user journeys with compliance and operational requirements.

## Philosophy

I believe humans are path-of-least-resistance creatures — and great design should honor that. My work is about reducing friction, simplifying complexity, and creating experiences that intuitively guide people toward their goals.

I lead with strategy, aligning UX to business outcomes while empowering teams to innovate with confidence. I see AI not as a replacement, but as a force multiplier — a creative partner that accelerates discovery, iteration, and storytelling.

Whether shaping enterprise systems or rebranding consumer portfolios, my compass is always the same: design that works for people, scales with business, and endures with clarity.

## Tools



Chat GPT



Figma & FigJam



Claude



Sketch



Miro



Adobe CC



Webflow



Qualtrics



Jira

## Senior UX Strategist

Contract

*Insights Global → Walmart | Nov 2024 – Apr 2025*

- Directed UX strategy for Walmart's Me@ workforce platform serving over one million associates.
- Facilitated strategy workshops aligning design, engineering, and governance teams.
- Defined role-based interaction models ensuring security and trust.
- Delivered UX frameworks supporting faster iteration and consistent improvement.

### Full-time Roles

## Principal UX Strategist, GenAI Specialty Practice

*Amazon Web Services (AWS, WWCO ProServe) | May 2022 – Jul 2024*

- Drove UX strategy for enterprise AI orchestration tools across 25+ ProServe engagements.
- Partnered with solution architects and clients to build design-led pre-sales playbooks and executive workshops.
- Designed scalable multi-tenant service architectures aligning user experience, governance, and enterprise delivery models.
- Co-created Art of the Impossible, a UX-led pre-sales series helping enterprises co-develop innovation roadmaps.
- Authored Ethical UX Guidelines for Generative AI, now part of AWS delivery standards.
- Facilitated service blueprint workshops across enterprise AI engagements to align stakeholders on ecosystem-level experience design.

## Principal Product Designer

*Finxact | Jan 2022 – May 2022*

- Redesigned core UX flows for a cloud-native banking platform, improving predictability and trust.
- Partnered with compliance teams to streamline workflows and reduce risk.
- Increased customer satisfaction by 30% through iterative testing and design optimization.
- Established design standards for accessibility and security.

## Senior UX Consultant

*Tata Consultancy Services | Jun 2021 – Jan 2022*

- Led research and workshops across regulated SaaS platforms.
- Produced personas, journey maps, and IA frameworks that informed product strategy.
- Mentored developers on secure interaction design and accessibility practices.

## Creative Director—eCommerce

*Bold Strategies | Jan 2021 – Jun 2021*

- Directed creative and UX systems for Fortune 100 clients including Amazon and Walmart.
- Led design sprints that improved conversion rates and engagement.
- Established scalable delivery pipelines and multi-channel design standards.

## UX Lead

*Walmart | Oct 2019 – Jan 2021*

- Led UX for large-scale internal associate tools, including OmniQuest, used nationwide.
- Drove a 17.5% productivity increase within the first week of pilot launch.
- Applied behavioral data to inform design improvements and adoption.
- Established accessibility and design standards adopted across teams.

## Expertise

- Design Leadership & Strategic Vision
- UX Research & Product Strategy
- Secure-by-Design Principles | IAM | Data Integrity
- Accessibility & Inclusivity in Enterprise UX
- Design Systems | Tokens | Cross-Platform Consistency
- Agile & SAFe Methodologies
- Consumer, SaaS, and Enterprise UX
- Brand Strategy & Multi-Channel Design
- Service Design & Journey Orchestration
- Service Blueprinting & Ecosystem Mapping
- Cross-Functional Experience Alignment

## AI-Driven Design

- **ChatGPT** → strategic design thinking, content prototyping
- **Claude** → insight synthesis, messaging refinement
- **Figma AI** → accelerated wireframing & systemization
- **Google Imagen** → visual storytelling & brand imagery
- **Adobe Firefly** → generative creative assets, moodboards, and rapid visual exploration

## Senior UX Designer

Contract

J.B. Hunt Transport Services | Mar 2019 – Oct 2019

- Designed responsive interfaces for transportation management and logistics systems.
- Defined UX KPIs and conducted usability testing to reduce workflow time.
- Collaborated cross-functionally to ensure consistent design patterns and accessibility.

## Director of Internet Marketing Accounts

Foodservice Equipment Brokers | Feb 2017 – Feb 2019

- Drove \$20K+ monthly sales growth through UX-optimized eCommerce strategy.
- Launched a web platform with 18,000+ SKUs and full ERP integration.
- Increased traffic by 175% and improved customer retention through UX enhancements.

## Education

Illinois Institute of Art –

Chicago

Bachelor of Fine Arts Visual Communications

## Patents

Surface marked articles, related methods and systems

US US 9126423 B2

Issued Sep 8, 2015

Surface marked articles, related methods and systems

US US 8794724 B2

Issued Aug 5, 2014

Surface marked articles, related methods and systems

US US 20130265350 A1

Issued Oct 10, 2013

Laser-Marked Multi-Component Assemblies, Kits, and Related Methods

US US 20100043314 A1

Issued Feb 25, 2010

Surface marked articles, related methods and systems

US WO 2010083481 A2

Issued Jan 22, 2010

Thank you



Prior to focusing on UX design leadership and management, I held roles in Creative Direction, Design, and Brand Strategy, working with renowned brands like MillerCoors, Disney, NASCAR, Nickelodeon, Masonite Corporation, and DreamWorks, where I crafted interactive web and advertising experiences, as well as UX initiatives. For more details, visit my LinkedIn.

## Certifications



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