# Hi, I'm Chase

Principal / Director Product Design | Enterprise UX, Service Design & AI-Driven Platforms

AWS certified Solutions Architect ASSOCIATE

AWS certified Cloud Practitioner FOUNDATIONAL

## Executive Summary

Principal product design leader with 20+ years of experience transforming complex enterprise systems into intuitive, scalable platforms that drive measurable business impact. Known for aligning product, engineering, and executive stakeholders to deliver measurable improvements across logistics, cloud infrastructure, retail operations, and regulated healthcare environments. Experienced leading UX strategy for global organizations including AWS, Walmart, U.S. DOS, United Nations, and McKesson.

### Principal Product Design Leader | Founder, 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
**Cloud.Red (WorldTech IT)** | Jul 2025 – Sep 2025    `CONTRACT`

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

- 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 & Collaboration

Figma, FigJam, Miro, Adobe Creative Cloud, Qualtrics

## AI-Assisted Design

ChatGPT, Claude, Figma AI, Adobe Firefly

## Selected Enterprise Platforms

AWS GenAI Platforms
Walmart Me@ Workforce Platform
McKesson Case Management Systems
Norfolk Southern Logistics Platforms

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## 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.

## 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.

## Principal UX Strategist, GenAI Specialty Practice
**Amazon Web Services (AWS, WWCO ProServe)** | May 2022 – Jul 2024

- Led UX strategy across 25+ enterprise AI/ML transformation engagements within AWS ProServe, designing orchestration platforms and service ecosystems for global organizations.
- 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 and facilitated service blueprint workshops aligning stakeholders on ecosystem-level experience design.

## Principal Product Designer
**Finxact** | Jan 2022 – May 2022

- Redesigned core UX workflows for a cloud-native banking platform, improving system predictability and increasing customer satisfaction by 30% through iterative testing and design optimization.
- Partnered with compliance and engineering teams to streamline risk-sensitive workflows while establishing accessibility and security design standards.

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📅 Schedule Time

✉ Send Email

## Explore my work

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## Senior UX Consultant

**Tata Consultancy Services**  |  Jun 2021 – Jan 2022

• Led UX research and service design workshops across regulated SaaS platforms, producing personas, journey maps, and information architectures that informed enterprise product strategy.

## Creative Director, eCommerce

**Bold Strategies**  |  Jan 2021 – Jun 2021

• Directed UX and creative systems for Fortune 100 clients including Amazon and Walmart, leading design sprints that improved conversion performance and establishing scalable multi-channel design pipelines.

## UX Lead

**Walmart**  |  Oct 2019 – Jan 2021

• Led UX design for internal workforce tools used nationwide, including OmniQuest, a gamified productivity platform that increased order-picking efficiency 17.5% during pilot launch.

• Applied behavioral analytics to drive adoption improvements and establish accessibility and design standards across teams.

## Senior UX Designer

`CONTRACT`

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

• Led UX design for logistics and transportation management platforms, establishing design governance practices and usability metrics while mentoring development teams on cross-platform UX standards.

**Director of Internet Marketing Accounts**
**Foodservice Equipment Brokers**  |  Feb 2017 – Feb 2019

• Directed digital growth strategy and UX redesign for a large-scale eCommerce platform (18,000+ SKUs), integrating ERP systems and increasing site traffic 175% while driving sustained online revenue growth.

**Creative Leadership & Design Strategy Roles**
**Madden Communications · Designsteins MMG · The Piasa Design Company**  |  2013–2017

• Led creative direction, shopper marketing strategy, and brand development initiatives for major retail programs, overseeing multidisciplinary teams producing packaging, POS systems, marketing campaigns, and national retail presentations for Walmart and other consumer brands.

**Art Director / Product Designer**
**Masonite International**  |  2002–2013

• Collaborated with engineering teams to develop specialized product-marking technologies and software platforms supporting patented manufacturing processes.

**Early Career: Design & Brand Development**
**Keystroke Graphics and independent design roles**  |  2000–2002

• Delivered magazine redesigns, illustration systems, brand identities, and early web experiences while building foundational expertise in visual communication and interactive design.

## 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

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