

JASON “JAY” COUDRIET

Human-centered Design Leader, Innovator, Technologist

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Summary

Design leader driving innovation at scale for millions of users. Hands-on practitioner who nurtures creative cultures and designs transformative experiences. Currently pioneering human-trusted AI-First experiences at Amazon. Previously led design teams at AWS, T. Rowe Price, and Blackboard, establishing design systems, research capabilities, and user experiences from startup to enterprise scale. Founded Schoolwires (acquired by Blackboard, \$92M) and core member of Inc. 500/5000 leadership team for eight consecutive years.

Experience



Amazon

Washington, DC

Principal Product Designer

01/2025 - Present

Part of Amazon Benefits, an internal team, focused on improving utilization of employee benefits (e.g., financial, health, career, discounts)

- Designed the reimagining of the Amazon Benefits experience across desktop, mobile, and AI chat, improving benefits utilization for 1M+ employees (95% US adoption and 41% higher engagement) through clearer navigation, personalization, omnichannel orchestration, and richer information design.
- Designed the 2026/2027 North Star (Generative AI Experience Studio) by establishing UX strategy, vision videos and interactive prototypes; aligned senior leadership and influenced Amazon-wide personalization strategy featured in executive and Board-level showcases.
- Led and shaped UX strategy for Amazon NextGen Commute experience; pioneered a hybrid widget + conversational experience model and authored pattern guidance for Generative AI chat interfaces used by the organization.
- Founded and scaled WithAI/Design initiative across Amazon Design Organization, serving as SME on AI+Design workflows and reviewer for Amazon Conflux design conference thought leadership content.
- Built AI-powered design workflows compressing learning loops: automated usability testing synthesis from days to hours, and created UX Writing Agent improving designer effectiveness and design system audits from hours to minutes.
- Prototyped rapidly with emerging AI tooling (Figma MCP, Cline, Kiro) to explore and validate next-generation interaction models for proactive, conversational and agentic experiences.
- Created reusable UX frameworks (User Flows Kit, UX Engagement & Interaction Topology) that standardized omnichannel and AI-powered experience design, significantly reducing cross-team alignment overhead.



Amazon AWS

Washington, DC

Head of Design, AWS CX, Cross-product Experiences

01/2022 - 01/2025

Part of AWS CX team providing AWS Console customer experience

- Guided a horizontally focused team of 15+ UX designers and visual designers delivering universally accessible, cohesive, and delightful experiences for AWS customers across 200+ services within the AWS Management Console serving cloud professionals.
- Directed the design of the groundbreaking AWS Generative AI chatbot experience, managing its strategy from inception to launch. This pioneering solution influenced interaction paradigms and set a precedent for future Generative AI experiences.
- Championed innovation and AWS CX North Star visions through a collaborative "design is a team sport" approach alongside research, product, and engineering partners.
- Ranking within the top 25% of Amazon managers for exceptional leadership and team culture development based on anonymous team feedback.
- Played an instrumental role on the AWS Design System Steering Committee, influencing roadmap prioritization and spearheading design of key AI components and patterns.
- Served as a calibrated AWS-wide design reviewer ensuring design quality, design system alignment, and accessibility for 40+ projects.
- Evaluated 40+ projects as part of the AWS design review program, ensuring design system alignment, accessibility compliance, and experience consistency across AWS Console services.

Experience



T. Rowe Price

Baltimore, MD

Head of Design & User Research, Individual Investors (B2C)

01/2020 - 01/2021

Part of consumer-facing team that provided advisory and investment services

- Promoted to lead a team of 15+ design leaders, designers, UX researcher, content strategists to design and orchestrate omnichannel experiences across the entire consumer investor experience.
- Co-founded Beacon enterprise design system, orchestrating collaboration among 60+ designers, developers, and content strategists to ensure seamless and cohesive client experiences.
- Pioneered establishment of the enterprise's inaugural User Experience Research team, significantly elevating UX research maturity. Created the Leadership Client Empathy Program aimed at amplifying leadership awareness and fostering deeper, more meaningful relationships with clients.
- Led design of \$1M+ web estate redesign, infusing modern design principles to establish a new aesthetic and advancing personalization through progressive profiling and onboarding.



T. Rowe Price

Baltimore, MD

Design Capability Leader, Digital Innovation Center

02/2018 - 12/2019

Part of innovation team that shaped new experiences for advisory and investment services

- Elevated to lead a team of 10+ design leaders, designers, and content strategists, driving the design of transformative client experiences.
- Redesigned native mobile app increasing engaged visits by 86%, significantly enhancing the UX and UI architecture ensuring a more intuitive user interface, and foundation for future innovations.
- Partnered with senior leadership to conceptualize and design user-centric visionary artifacts (North Stars), illustrating the client experience vision, instrumental in shaping future strategic roadmaps.
- Instituted user-centered design practices championing adoption enterprise-wide, enhancing customer experience quality and engagement.
- Pioneered multiple outreach programs, engaging with high schools, universities, colleges, and the local design community to foster growth and collaboration.



T. Rowe Price

Baltimore, MD

Sr. Manager, User Experience Design, Digital Innovation Center

08/2017 - 02/2018

- Led team reimagining client transactions and flows, achieving 18% increase in conversion rates and a substantial boost in client satisfaction.
- Pioneered the use of machine learning for research synthesis, empowering the product and design teams to rapidly accumulate insights, identify themes, and make informed design decisions.
- Established a cross-functional approach to ideation and continual refinement, enlightening teams, broadening ownership, and fortifying confidence in proposed design experiences.



Blackboard

Washington, DC

Senior Director, UX/UI Design

04/2015 - 03/2017

Part of K12 team that provided education and community experiences for schools across US, Canada, and China.

- Elevated to guide a multidisciplinary team of over 15+ product managers, designers, architects, and engineers, identifying and designing key functional enhancements by normalizing five legacy competitor products.
- Led team of designers and architects in crafting of integration strategy seamlessly integrating Community Engagement products with third-party offerings, achieving a unified and cohesive user experience.
- Initiated adoption of the Google HEART model, enhancing operational efficiency through pinpointing improvements, evaluating feature success, and providing data-driven evidence to leadership.

Experience



Schoolwires Inc

State College, PA

Vice President, Product Design and Innovation (Founding Member)

01/2011 - 04/2015

Part of innovation team that incubated emerging experiences for K12 schools (Company acquired by Blackboard in March 2015)

- Steered a team in assessing the potential value of cutting-edge technologies across various domains, including mobile, tablet, telephony, messaging, wearables, gaming consoles, and the Internet of Things.
- Collaborated with product management and services teams to formulate a comprehensive mobile strategy, integrating responsive web design with dynamically constructed native mobile applications.
- Partnered with development and product teams to develop an interoperability and extensibility strategy, enhancing integration with third-party developers and partners.
- Led team of designers and developers creating Fabric Design System, a critical component in establishing consistent experience fluency among company products and partner integrations.
- Promoted to oversee a team of product managers, product owners, and program managers, responsible for discovering, assessing, planning, and delivering scheduled products, services, and enhancements.

Core Competencies

Leadership & Strategy:

Design Leadership · AI-First Experience Design · UX Strategy · Design Operations · Cross-functional Collaboration · Team Building & Coaching · Manager and IC Mentoring

Design & Innovation:

User-centered Design · Generative AI/LLMs · Future casting/Visioning · Design Systems · Vibe coding / designing · Design Workshopping · Accessibility / WCAG · Conversational Design · Design Operations · Omnichannel Orchestration

Technical: Figma · Adobe Creative Suite · HTML/CSS · JavaScript · Python · Claude Code · Cursor · Cline · Lovable

Training / Courses

Design Leadership at Scale: Executive by Rachel Kobetz

MIT xPro Designing and Building AI Products and Services

IDEO U: Foundations in Creative Leadership Certificate — Leading for Creativity, Storytelling for Influence, Cultivating Creative Collaboration courses

NN/g: Customer-Journey Management

Education

United States Air Force(USAF) Air University

Information Resource Management