

JASON “JAY” COUDRIET

Human-centered Design Leader, Innovator, Technologist

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Summary

Design leader with 15+ years driving human-centered innovation at enterprise scale—from co-founding Schoolwires (acquired by Blackboard, \$92M) to leading design at Amazon, AWS, and T. Rowe Price. I establish vision north stars and define experience strategy. I build and coach high-performing teams, establish design systems and research capabilities, and deliver experiences used by millions. Currently focused on AI-First and agentic experience design, with a track record of shaping interaction paradigms adopted across organizations.

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 · Agentic Experiences · Accessibility / WCAG · Conversational Design · Design Operations · Omnichannel Orchestration

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

Experience



Amazon

Washington, DC

Principal Product Design Leader / Designer

01/2025 - Present

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

- Redesigned the Amazon Benefits experience across desktop, mobile, and AI chat—driving 95% US adoption and 41% higher engagement through personalization, omnichannel orchestration, and clearer information design.
- Defined UX strategy and built interactive prototypes for the 2026/2027 Generative AI Experience Studio North Star, aligning senior leadership and influencing Amazon-wide personalization strategy presented at executive and Board levels.
- Founded and scaled the WithAI/Design initiative across Amazon Design — serving as the organization's subject matter expert on AI workflows and reviewing thought leadership content for the Amazon Conflux design conference.
- Led UX strategy for the Amazon NextGen Commute experience, pioneering a hybrid widget and conversational model. Authored AI chat pattern guidance adopted organization-wide.
- Created reusable UX frameworks (User Flows Kit, UX Engagement & Interaction Topology, Agent UX Canvas) that standardized omnichannel and AI-powered experience design, reducing cross-team alignment efforts at scale.
- Developed AI-powered design workflows that compressed usability testing synthesis from days to hours. Built a UX Writing Agent that reduced design system audit time from hours to minutes.



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

- Led a cross-functional team of 15+ UX and visual designers responsible for the customer experience across 200+ AWS services in the Management Console, AWS Documentation, and internal suite of tools (research, analytics, business intelligence).
- Directed the AWS Generative AI chatbot experience from concept to launch — the first of its kind within AWS, establishing interaction paradigms adopted across future AI experiences.
- Sat on the AWS Design System Steering Committee, influencing roadmap prioritization and leading design of key AI components and patterns adopted platform-wide.
- Served as an AWS-wide calibrated design reviewer, raising quality and accessibility standards across 40+ projects.
- Ranked in the top 25% of Amazon managers for leadership and team culture, based on anonymous team feedback.
- Championed North Star vision work through a collaborative, cross-functional approach with research, product, and engineering partners.

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+ designers, UX researchers, and content strategists across the full consumer investor experience.
- Co-founded Beacon, the enterprise design system, coordinating 60+ designers, developers, and content strategists to establish cohesive client experiences across the organization.
- Built T. Rowe Price's first UX Research team from scratch, establishing research practices and significantly elevating research maturity enterprise-wide.
- Created the Leadership Client Empathy Program to close the gap between executive decision-making and client reality.
- Led a \$1M+ web estate redesign modernizing the consumer experience through personalization, progressive profiling, and updated information architecture.



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

- Led a team of 10+ designers and content strategists delivering transformative client experiences across advisory and investment products.
- Redesigned the native mobile app, driving an 86% increase in engaged visits through improved UX architecture and interface clarity.
- Partnered with senior leadership on North Star vision artifacts that shaped multi-year strategic roadmaps.
- Championed user-centered design practices and drove enterprise-wide adoption, improving quality and engagement across digital touchpoints.
- Pioneered multiple outreach programs engaging high schools, universities, 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 redesign of client transaction flows, driving an 18% increase in conversion rates and measurable lift in client satisfaction.
- Introduced machine learning for research synthesis—cutting insight-to-decision time significantly and raising the bar for how product and design teams used data.
- Built a cross-functional ideation practice that broadened ownership of design decisions beyond the design team itself.



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.

- Led a multidisciplinary team of 15+ product managers, designers, architects, and engineers to consolidate five legacy competitor products into a cohesive, unified experience.
- Directed the integration strategy for Community Engagement products across third-party platforms, establishing a consistent and connected user experience at scale.
- Introduced the Google HEART model as the team's measurement framework, giving leadership data-driven evidence to evaluate feature success and prioritize improvements.



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)

- Built and led the innovation function from the ground up, evaluating emerging platforms — mobile, tablet, wearables, IoT — to identify where the product needed to go before the market got there.
- Defined the company's mobile strategy, combining responsive web and native applications into a coherent cross-platform approach.
- Created Fabric, the company's first design system, establishing experience consistency across products and third-party partner integrations.
- Partnered with development and product to build an interoperability and extensibility strategy that opened the platform to external developers and partners.
- Grew into broader product leadership, taking on a team of PMs, product owners, and program managers responsible for the full product delivery lifecycle.

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