



CHRIS KIDD

Staff Product Designer

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TOOLS

Claude Design
Subframe
Figma
Claude Code
AI Studio
Gemini
ChatGPT
NotebookLM
Figma Make

ENTERPRISE APPS

AI
Mobile
Web
Desktop

DESIGN

Product design
Vibe coding
Zero to one
Design thinking
Prototyping
User flows
Journey maps
Personas
Scenarios
User stories
Design systems
Accessibility
Information architecture
Requirement definition

15+ years leading UX strategy and execution — building AI-first, human-centered products used by millions across AWS, T. Rowe Price, and beyond.

I've built and led teams to deliver innovative solutions for 80+ products for major corporations and organizations — including Amazon, T. Rowe Price, The Wendy's Company, Under Armour, Exelon Corporation, DeWalt, and AOL.

EXPERIENCE

Cobalt 2025 – Present
Staff Product Designer

Offensive Security Services

- Designed and delivered an AI Pentest product
- Delivered a comprehensive redesign of the customer experience web app
- Implemented an AI-driven workflow that shifted UX to the forefront of product strategy, using rapid prototypes to define product vision and technical requirements
- Rebuilt the UX department as the foundational hire following a total team dissolution
- Designed multiple new product offerings leading to expanded service capabilities and improved client offerings
- Collaborated with UX team members to build a new design system

Amazon Web Services (AWS) 2022 – 2025
Senior User Experience Designer

Cloud computing company

- Lead the design of an AI-driven recommended actions platform, improved user decision-making and efficiency for millions of AWS users
- Lead UX strategy and execution of a new AWS User Notifications service in May 2023, adopted by over 30 million accounts
- Boosted user engagement by cutting event notifications volume by 95% via optimized delivery and notification strategy
- Developed globally scalable products that seamlessly integrate across 100+ AWS services and accounts while ensuring cohesive and consistent user experiences
- Contributed new design system components

T. Rowe Price
Senior Manager of User Experience Design 2020 – 2022
Mobile Apps VP

Investment management company

- Increased mobile app user satisfaction to 4.6-star rating by modernizing iOS and Android experiences and adding new features across multiple business units
- Led cross-functional collaboration with designers, developers, and product teams to align UX with business goals
- Improved usability and feature adoption through user testing and research
- Redesigned client statements and crafted North Star deliverables guiding future development projects
- Participated in corporate design system development
- Coached designers

COMMUNICATION

Cross-functional collaboration
Design Critique
Development handoff
Workshops
Deliverable presentations

USER RESEARCH

Interviews
Usability testing
A/B testing
Surveys
Focus groups
Card sorting
Tree testing

LEADERSHIP

UX strategy
Team management
Client engagement
Stakeholder alignment
Mentor
Consultant
Educator

EDUCATION

**Master's Degree: Human
Centered Computing**
**University of Maryland
Baltimore County**
2012

**Bachelor's Degree:
Journalism & Public
Relations**
Salisbury University
2009

Senior Experience Designer Innovation Lab AVP 2018 – 2020

- Designed and launched multiple core customer experiences, including an automatic RMD tool and mutual fund research tool
- Led UX design enhancements for B2C experiences, optimizing the use of Salesforce
- Created prototype flows, animations, and interactive designs to improve developer handoff and streamline product releases

Maryland Institute College of Art 2018 – 2018 **Adjunct Professor UX Design Masters Program**

Graduate School

- Taught a masters-level course on user research and the discovery process
- Developed a comprehensive syllabus, assignments, and lectures that prepared students for UX industry challenges

Mindgrub Technologies

Director of User Experience 2015 – 2018

Digital agency

- Defined UX strategy of over 60 products across mobile, desktop, and emerging platforms including Google Glass and Apple Watch
- Managed and mentored a team of UX designers, improving design process efficiency and research methodologies
- Spearheaded client engagements, research, and stakeholder presentations to align UX solutions with business needs for clients including Wendy's, Under Armour, and AOL
- Consulted to determine goals, conduct research, guide expectations, convey design decisions, and provide presentations of UX deliverables
- Authored UX documents including user stories, workflows, discovery briefs, and annotated wireframes enhancing development clarity and process efficiency
- Facilitated usability testing to refine and optimize digital experiences

User Experience Lead 2011 – 2015

CERTIFICATIONS

**Enterprise Design Thinking
Practitioner**
IBM

**Cultivating Creative
Collaboration**
IDEO U

Storytelling for Influence
IDEO U

**Foundations in Creative
Leadership**
IDEO U

Leading for Creativity
IDEO U