

Chris Hays

Senior UX Leader

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SUMMARY

Twenty years leading UX teams through enterprise transformations across medtech, healthcare, financial services, federal and state government, pharma, and consumer goods. I build design systems, run distributed onshore and offshore teams, and coach designers into the next stage of their careers. Most recent work was a year-long Microsoft Dynamics rollout for a Fortune 50 medtech company. Designer at heart. Leader by practice. Case studies at noestudios.com.

CORE COMPETENCIES

UX Leadership & Strategy • UX Research & Analysis • Design Thinking Facilitation • Human-Centered Design (HCD) • AI Strategy & Integration • Prototyping & Wireframing • Information Architecture • Accessibility & Inclusivity • Cross-Functional Collaboration • Design Systems • Agile & Lean Methodologies • Business Development • Storytelling & Stakeholder Comms • Team Mentoring & Development • MVP Definition & Future-State Planning

TECHNICAL SKILLS

Design: Figma, Adobe Creative Cloud

Collaboration: Mural, Miro, Confluence, JIRA, SharePoint

Platforms: Salesforce, Microsoft Dynamics, ServiceNow

AI: Claude, ChatGPT, Gemini, Copilot, Midjourney, Lovable, Stitch

KEY ACCOMPLISHMENTS

- Led UX through a year-long Microsoft Dynamics enterprise transformation for a Fortune 50 medtech company. Doubled engagement scope, built the global design system, three designers positioned for promotion.
- UX architecture supporting 800,000+ mortgages annually (HUD Loan Review System).
- 30% reduction in live agent call volume via Watson Assistant VUI design for a major health insurance company.
- UX strategy and future-state roadmap for criminal justice modernization replacing 50-year-old systems handling 120,000+ arrests and 2,000+ appearance notifications daily.
- UX lead on dozens of proposals, contributing to \$10–25M in additional sales.

EXPERIENCE

UX Manager, Design, KPMG

October 2021 – May 2026

- Led UX delivery on a year-long Microsoft Dynamics enterprise transformation for a Fortune 50 medtech company, including inline AI assistants across mobile sales and customer service. Assembled and led a distributed onshore and offshore team through an engagement that doubled from its original six-month scope, supporting a global rollout across four regions. Built the global design system that became the consistency backbone of the rollout.
- Led focus group research and AI-powered analysis on enterprise AI tool engagement. Identified leverage points to bring up non-users and low-users, delivered recommendations to leadership, drove broader AI adoption.
- Served as Performance Management Leader, formally coaching and advocating for up to two designers at a time through feedback, performance reviews, and promotion discussions.
- Served as Craft Advisor to a six-to-eight designer Craft Cohort: design reviews, tool overviews, craft specializations, how-tos.
- Led HCD research and recommendations on integrated eligibility systems for two state benefits programs. Reduced agent workload and decreased benefits lapses for applicants.
- UX lead on dozens of proposals, contributing to \$10–25M in additional sales.

Senior UX Lead, Design, KPMG

October 2016 – October 2021

- Led city-wide onsite research across a local criminal justice organization's four programs. Designed and led future-state workshops uniting stakeholders from across those programs. Delivered roadmaps, epics, user stories, feature definitions, and current and future-state journey maps to guide replacement of 50-year-old systems and paper-based processes handling 120,000+ arrests annually and 2,000+ appearance notifications daily.
- Led UX architecture for HUD's Loan Review System, supporting up to 800,000 mortgages annually across internal and external processing.
- Designed and delivered a Watson Assistant VUI for a major health insurance company, helping members find providers by phone. Reduced live agent call volume by 30%.
- Led UX on an SAP Hybris-based B2B e-commerce platform for a specialty pharma client. Reduced operational overhead, improved sales performance, accelerated shipping.
- Led UX on an SAP Hybris-based prescription pet care e-commerce platform serving both vets and pet parents. Designed prescription management and ordering workflows across vet, pet parent, and company relationships, and introduced a new consumer-facing brand alongside the existing veterinary one.

UX Lead, Design, KPMG

June 2015 – October 2016

- Led on-site research and analysis of a major local government benefits intake system. Redesigned workflows, UIs, and requirements to support a paradigm shift from outbound to inbound calls, handling 40,000+ inbound calls per month.
- Led UX on an iOS onboarding and assistance app for executive-level direct-entry employees at a large organization. User interviews and requirements gathering led to a quick-turn agile MVP.

Marketing, Digital and Mobile Solutions, KPMG

March 2014 – June 2015

- Transitioned Cynergy's newly acquired brand and tools into KPMG's marketing organization following the acquisition.
- Redesigned Cynergy's sales sheets, web properties, and iPad-based sales tool. Rebuilt the sales tool as a flexible platform with widespread adoption across KPMG.
- Designed an iPad-based market research analyst briefing that contributed to KPMG's near-top placement in a major digital innovation ranking report.

Marketing Manager, Cynergy

- Led concept, art direction, design, and project management across Cynergy's sales and marketing.
- Led three iterations of cynergy.com with internal teams. Continually increased web KPIs.
- Designed and optimized sales proposals, reducing turnaround on polished proposals from days to hours.
- Standardized cross-channel materials: presentations, proposals, backgrounders, product and service offerings, and tradeshow booths.

UX Lead, Cynergy

- Led UX on small agile teams delivering enterprise-scale solutions for Fortune 500 clients in finance, logistics, and technology.
- High-frequency industrial trading app enabling a \$50M/yr financial business unit.
- Employee onboarding, review, and recognition app for a global technology company (60K+ staff).
- Streamlined messaging and marketing system for a third-party telecom billing platform.

Independent Web and Print Designer, no.e studios

- Brand identity, web, print, and communications for commercial, non-profit, and government clients including Nicktoons Network, A&E Networks, Discovery Channel, Wind-Up Records, The World Bank Group, and Arlington County Government.
- Royal Caribbean work (via Battle Medialab) earned Gold ADDY and Gold Magellan awards.