

Chris Sanford

UX Manager & Design Leader

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Summary

I am a design leader with over 15 years of expertise across UX design, game design, and front-end development. I bring a proven track record of creating impactful, scalable product experiences as a UX Manager and Sr. UX Designer. Known for driving cross-functional collaboration across Product, Engineering, Content, Design, and Sr. Leadership, I specialize in aligning design strategies with organizational goals to improve the customer experience and accelerate growth. I thrive in fast-paced environments where I can lead teams, coach and mentor designers, and shape customer-centric solutions that deliver measurable value by creating experiences customers love to use.

Professional Experience

UX Design Manager | Amazon - Amazon Leadership Experience (ALX)

Jan 2023 – Present

- Built and led a distributed UX team managing Amazon's internal compensation platforms, leveraging GenAI in designing a refactored, dynamic compensation experience impacting all employees across Amazon.
- Partner with UX, Engineering, and Product leadership to define the vision and operationalize design strategy across multi-org programs through a 3 year vision, aligning with goals and scaling impact across the organization.
- Co-authored org-wide design frameworks, weekly business reviews (WBRs) and monthly business reviews (MBRs) to track goal progress, measure design impact, and inform senior leadership.
- Established values, mission and vision through workshops to define our statement of intent, rallying our team in creating a vision for compensation at Amazon with GenAI at the center of our innovation.
- Justified the promotion of a direct report by authoring documentation for a detailed case for promotion, resulting in successful advancement of a Sr. UX Designer.
- Established mechanisms to co-create and share work through designer-lead shareouts and critiques, providing the ability to gather different perspectives and to gain visibility improving communication and engagement.
- Conduct weekly 1:1s to ensure a safe place to allow designers to be authentic and express themselves openly.
- Extremely focused on the team, building trust and a forum to provide coaching and mentorship while addressing concerns and challenges through empathy, active listening and being present.
- Drove impact through an opportunity to lead the augmentation of a Compensation UI Library to scale for the organization, vastly expediting consolidation of design patterns and components across ALX while contributing back to the design system.
- Led teams launching over a dozen products and enhanced features to improve the experience of Executives, Sr. Leaders, Managers, and individual contributors in supporting the career growth of employees, simplifying talent management processes, and improving organizational management.

Sr. UX Designer | Amazon - ALX / Amazon Pay

Apr 2021 – Jan 2023

- Led the design and research of an internal transfer tool streamlining internal employee transfers; adoption by tenured managers rose from 34% to 50% and from 84% to 90% for new managers.

Soft Skills

- Management
- Coaching and mentoring
- Hiring
- Onboarding
- Communication
- Fostering culture of empathy and trust
- Autonomy and accountability
- Driving efficiency
- Growth-focused

Hard Skills

- GenAI, LLMs
- Leadership
- Design frameworks
- UX design strategy
- Human-centered design
- Experimentation and testing
- User research
- Data analysis
- Accessibility
- Customer experience visions
- Cross-org/cross-team collaboration
- Co-creation
- Presenting to Sr. Leadership
- Figma (advanced)
- Figma Make
- Prototyping
- Sketch
- Adobe Creative Suite
- VS Code
- Git
- CSS3, HTML
- Working knowledge of javascript
- Designing mobile-first
- Designing for mobile apps (iOS/Android)
- Apple HIG, Android Design Systems

- Designed and launched a manager-facing compensation tool replacing legacy systems, improving usability and adoption across Amazon.
- Contributed to experimentation strategies across compensation UX workflows; drove iteration based on qualitative feedback and measurable outcomes.
- Partnered cross-organizationally with Consumer Payments UX and engineering teams, launching a new Amazon Pay buyer experience leading to measurable improvements that boosted trust and sentiment, increasing the volume of purchases through Amazon Pay.
- Led the UX strategy launching Amazon Pay on Zappos.com, improving adoption rate and simplifying the checkout journey achieving a faster and more streamlined purchase experience.
- Drove a 7.5% improvement in conversion rates through simplified checkout flows for Amazon Pay that greatly reduced cognitive load and friction.
- Delivered products with experiences catering to multiple user types at the same time, requiring complete and comprehensive knowledge of each user's needs, ensuring effective strategies to align different experiences into one cohesive and seamless experience.

Sr. UX Designer | DHI Group, Inc.

Sept 2016 – Apr 2021

- Led the redesign of the visual design language for Dice.com, boosting engagement and increasing candidate and recruiter account creations.
- Spearheaded the creation and adoption of a scalable design system improving consistency, collaboration, and speed-to-market.
- Redesigned DHI's corporate website architecture, improving navigation and showcasing affiliates - saving ~\$30,000 in vendor costs.
- Collaborated with product and engineering leaders to iterate on a new candidate search UX, increasing candidate efficiency and improving job saves and applications from job seekers.
- Led numerous workshops and design sprints to help drive the creation of a vision, narrowing the focus to help define key features to solve real user problems and improve engagement.

Sr. Web Designer | ShopAtHome.com

Apr 2014 – Aug 2016

- Led the redesign of ShopAtHome.com, managing a cross-functional team to implement a responsive, mobile-first framework that significantly boosted site performance and mobile user engagement.
- Spearheaded the design of ShopAtHome.com's first mobile app for iOS and Android, collaborating across product, engineering, and marketing teams to align with platform standards and brand guidelines while delivering key features that supported business goals.
- Led initiatives in collaboration cross-team with Product, Engineering and Marketing to create intuitive ways for customers to save while shopping online leveraging customer browser plug-ins, boosting company revenue and customer engagement.

Web Designer | ShopAtHome.com

Apr 2012 – Aug 2014

- Led the end-to-end design of an affiliate-branded coupon and cashback workflow for iOS and Android, streamlining the experience to boost user satisfaction and drive higher in-store coupon redemption rates.
- Redesigned and developed the site front-end during a company rebrand using HTML, CSS, and JavaScript; created all visual assets and partnered with back-end engineers to launch a high-performance experience that reduced latency and improved load times.

Education

Art Institute of Colorado
Interactive Media Design - BA
2001-2005