

CHRISTOPHER HAYS

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UX AND UI DESIGNER

Experienced UX/UI Designer with a passion for human centered design and an evidence-based approach rooted in Double Diamond design theory. Leveraged AI-driven strategies to enhance research, accelerate design iterations, and create data-driven, personalized user experiences. Proven track record of delivering responsive websites, enterprise applications, and native mobile solutions — from production support to multimillion-dollar projects. Specialized in healthcare design, improving usability, accessibility, and outcomes for organizations like Aetna and CVS Health. Demonstrated ability to collaborate with cross-functional teams including stakeholders, IT, product managers, and design teams to deliver high-quality, user-centered solutions efficiently.

SKILLS

- **Design Process and Skills:** UX/UI design principles and strategy | Double Diamond design theory (Discover, Define, Develop, Deliver) | Wireframing and low-fidelity design | Prototyping and high-fidelity design | User experience research | User journey mapping | Service blueprints | Persona development | Discovery and requirements | Collaboration with development teams | Conducting UX workshops | Mentoring | Accessibility and inclusive design | Usability testing | SAFe agile experience | Using design systems and component libraries | Designing information architecture | HTML | CSS
- **Applications:** Figma | Quantum Metrics | MIRO | Adobe Creative Suite | Axure | Rally | JIRA | User Testing | Google Analytics | Balsamiq | AI design and research tools (ChatGPT, UX Pilot)

PROFESSIONAL EXPERIENCE

Chicago Public Schools

March 2025 – July 2025

UX Design/UX Researcher (contract)

Drive UX and research efforts for Chicago Public Schools digital platforms to support equitable access to educational resources. Focuses on usability, accessibility, and data-driven decision-making.

- Apply user-centered design principles and evidence-based research methods to ensure the CPS digital experience supports informed decision-making and equitable access to education information.
- Ensure that CPS web products are accessible and user-friendly for a diverse range of stakeholders including parents, students, and educators, grounded in UX research insights and good user centered design principles by conducting heuristic analysis.
- Create user personas to gain an understanding of our users' needs and goals.
- Conduct user research to inform continuous improvements to the CPS main website, ensuring users can easily search for and find detailed information about individual schools.
- Perform usability testing, stakeholder interviews, and utilize site analytics to understand user needs and translate findings into intuitive navigation and content strategies.
- Evaluate existing data visualizations through a UX research lens and develop clear, engaging infographics that communicate complex district-wide data in meaningful, actionable ways.

CVS

May 2021 - January 2025

Senior UX/UI Designer

- Collaborated with cross-functional stakeholders during PI planning to gather digital requirements, ensuring alignment of project goals prior to the design phase.
- Partnered with Product and UX leadership to define design roadmaps, establish KPIs, and ensure measurable success of user-centered design solutions.
- Successfully presented and advocated design solutions to stakeholders.

- Led comprehensive user research initiatives including competitive analysis, Jobs-to-Be-Done (JTBD), user interviews, usability testing, persona development, and customer journey mapping—resulting in improved patient wayfinding and scheduling experiences with increased conversion rates.
- Developed comprehensive service blueprints and user journeys to visualize end-to-end user experiences and identify pain points, ensuring alignment between user needs and business objectives for all MinuteClinic and pharmacy projects.
- Using human-centered design principles, designed low-fidelity wireframes and high-fidelity, responsive UI prototypes in Figma for MinuteClinic and Pharmacy platforms, contributing to a 20% boost in appointment scheduling and a measurable drop in customer service complaints.
- Acted as UX lead, overseeing collaboration between UX, UI, content strategy, research, and accessibility teams to streamline workflows and improve communication and delivery timelines.
- Created wireframes (low- and high-fidelity) for CVS Health's MinuteClinic responsive web site and native mobile app, supporting a strategic shift toward an integrated digital experience.
- Defined and implemented UX strategy in collaboration with Product Management, aligning business goals with user needs and experiencing best practices for MinuteClinic Way Finding.
- Created 20+ interface designs and reusable templates, and a design system for MinuteClinic and Pharmacy notification services, enhancing consistency, usability, and operational efficiency across CVS Health digital platforms. Leading to a reduced design and development time, and faster turnaround time.

Aetna**March 2015 - May 2021****Lead UX/UI Designer for the Multi-channel Center of Excellence (MCOE) Team**

- Contributed to an internal innovation team that delivered cost-effective, scalable design and development solutions across Aetna departments, outperforming external vendor alternatives and driving over 10% in average cost savings per project.
- Partnered with stakeholders, product owners, and developers on responsive websites, enterprise applications, native mobile apps, and gamified health experiences, ensuring alignment with business goals and user needs.
- Served as lead UX designer for the complete redesign of Aetna's primary public website. Led stakeholder workshops, conducted UX research, built personas, performed competitive analysis, and delivered high-fidelity, accessible designs — resulting in enhanced SEO performance, streamlined information architecture, and an improved digital brand presence.
- Designed and implemented Aetna's first Alexa voice chatbot ("Ask Aetna"). Rapidly learned conversational UX and Alexa design standards, creating a functional voice skill that answered insurance-related FAQs—positioning Aetna as the first health insurer with an Alexa skill on the market.
- Collaborated on the design of 10 health-focused games and mobile apps targeting wellness areas like stress relief, healthy eating, and physical activity. Led ideation sessions, conducted user research, and partnered with Unity developers to deliver engaging digital experiences, including the well-received Aetna Wipe Out stress relief game which had a customer satisfaction rate of 55%.
- Designed marketing campaigns for Aetna Medicare that consisted of print, web, and email designs that led to an 11% growth in Medicare enrollment.
- Designed and developed native iOS and Android mobile applications for Aetna, including My Online Services, Aetna Health, PayFlex, and additional internal tools — delivering user-centered experiences while significantly reducing development costs through in-house design capabilities.

Coventry Health Care**July 2008 - March 2015****Lead UX/UI Designer for Benefit Express**

- Lead designer for Benefit Express, Coventry's flagship rate-quoting application for small and large group health insurance brokers. Redefined the user experience and modernized the UI to improve usability and quoting efficiency. As a result, broker use increased by 25%.
- Conducted user research, interviews, and usability analysis to identify pain points and ensure redesign efforts were driven by real user needs.
- Created low-fidelity wireframes and high-fidelity UI mockups, resulting in a more intuitive and streamlined quoting process.

- Developed HTML and CSS templates directly, reducing reliance on external UI developers and ensuring visual and functional consistency between design and production environments.
- Established design systems and reusable style guides, enabling scalable, consistent UX/UI patterns across development teams.
- Supported QA testing by validating front-end changes against design specifications and UX requirements, improving product quality and reducing defects.
- Designed responsive interfaces for My Online Services, a member-facing web and native mobile application, saving the organization development costs through dual-channel design execution.

EDUCATION

St. Charles College

Associate of Arts (AA) Graphic Design

Google Certifications

- “Start the UX Design Process: Empathize, Define, and Ideate”
- “Conduct UX Research and Test Early Concepts”
- “Foundations of User Experience (UX) Design”
- “Build Wireframes and Low-Fidelity Prototypes”
- “Create High-Fidelity Designs and Prototypes in Figma”

Udemy Certification

- “Figma UI/UX Design Essentials”

University of Missouri-Columbia

Doctor of Philosophy (PhD), American History

New Mexico State University

Master of Arts (MA), American History

Bachelor of Arts (BA), American History

Bachelor of Arts (BA), Anthropology

PATENTS

6 total for “Objective Training and Evaluation - Simulated caller dialog”

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