

Christopher Hays

User Experience Designer | User Interface Specialist

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INTRODUCTION

Experienced UX/UI professional with over 18 years of experience designing responsive web sites, applications, and native mobile apps from production support, enhancements to multimillion-dollar projects in the healthcare industry at Aetna and CVS. I excel at collaborating with stakeholders, IT, and design teams at all organizational levels to deliver high-quality designs quickly. I am highly organized with the ability to work on multiple projects concurrently. In addition, I possess excellent interpersonal, problem-solving, analytical, communication, and research skills. Finally, I am highly knowledgeable in many different applications such as Figma, User Testing, Photoshop, MIRO, and Quantum Metrics with a continued desire to learn.

PROFESSIONAL EXPERIENCE

CVS: Senior UX/UI Designer (position eliminated during company-wide downsizing) 2021 to 2025

- Collaborated with stakeholders to understand digital needs and requirements during PI planning leading to a better understanding of all project goals prior to beginning design.
- Championed extensive user research including competitive analysis, Jobs to be done, user interviews and testing, creating personas, and user journeys in order create advanced patient wayfinding and scheduling leading to increased conversions.
- Efficiently created low-fidelity wireframes and high-fidelity responsive designs in Figma for MinuteClinic and Pharmacy that led to a 20% increase in over-all scheduling and increased user confidence, leading to a decrease in customer complaints.
- Assumed a lead position and supervised the design efforts of other UX, UI, researchers, content, and accessibility partners to increase project efficiency and communication on all projects.
- I mentored junior designers for on-boarding, CVS standards, design, and career development.
- Conducted brainstorming sessions, research, and low- and high-fidelity wireframes for the CVS Health native app providing the foundation for a new enterprise digital direction and consolidating functionality for users in one location.

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

- Member of an innovation team that allowed Aetna departments access to less expensive and more efficient design and development services than choosing an outside vendor.
- Worked with Aetna stakeholders and developers on a multitude of initiatives that included responsive websites, applications, native mobile applications, and games, resulting in an average of over 10% cost savings for our customers.
- Lead designer on the redesign of the principal Aetna website. I conducted UX sessions with management and stakeholders, created personas, conducted competitive analysis, and created high-fidelity designs. This resulted in an updated look and feel, new information architecture, increased SEO presence, and improved accessibility.
- The team spearheaded the development of Aetna's first Alexa chatbot, "Ask Aetna". I quickly gained an understanding of conversational design as well as Alexa design standards to develop the skill, which focused on answering our customers' basic questions about their insurance plan. This allowed Aetna to be the first health insurance company to have an Alexa skill on the market.
- Part of a team that designed games and health apps for external users. These applications were centered on relieving stress, eating healthy, and exercise. I conducted brainstorming, research, and design sessions and worked with developers, who used Unity to create the games. Aetna "Wipe Out" was a stress relief game that garnered highly positive customer reviews while advertising and representing Aetna in a beneficial manner
- Developed designs and templates for MinuteClinic, Pharmacy, and CVS Notification. For the CVS Notification, I analyzed many different emails, simplified them, and created a smaller number of email templates using Figma. This allowed designers to quickly and efficiently create new notifications and update old ones, saving time and money.

Coventry Health Care: *Lead UX/UI Designer for BenefitExpress*

2007 to 2015

- Lead UX and UI designer on Coventry Health Care’s flagship rate quoting application called BenefitExpress. This was a highly complex tool that allowed brokers to quickly obtain quotes for small and large group health insurance. During my time on this application, I redesigned the existing application and maintained regular UI updates.
- Conducted research and user interviews ensuring that the redesigned application kept current user pain points in mind.
- Developed wireframes using Axure and high-fidelity mockups in Adobe Photoshop. I created templates in HTML and CSS, saving the team from hiring a UI developer and enabling me to ensure that designs were implemented correctly by the development team.
- Created style guides and design systems for the team to ensure future consistency.
- Assisted the QA team in testing all application changes.
- Created the user experience and high-fidelity designs for My Online Services, a member web-based application and native mobile application. My ability to design both channels saved Aetna financial resources.

SKILLS

| Design Process & Skills | Applications |
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| <ul style="list-style-type: none">• UX/UI design principles & strategy• Wireframing and low-fidelity design• Prototyping and high-fidelity design• User experience research• User interviews and surveys• User journey mapping• Persona development• Discovery and requirements• Collaboration with development teams• Conducting UX workshops• Mentoring• Accessibility and inclusive design• Usability testing• SAFe agile experience | <ul style="list-style-type: none">• Figma• Quantum Metrics• MIRO• Adobe Photoshop• Axure |

EDUCATION & PATENTS

AA Graphic Design

St. Charles College

PhD American History

University of Missouri

MA American History, BA American History, and BA Anthropology

New Mexico State University

Google Certification

- “Start the UX Design Process: Empathize, Define, and Ideate”
- “Conduct UX Research & 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”

US Patents – 6 total for “Objective Training and Evaluation – Simulated caller dialog”, issued 4/29/2021, 9/20/2022, 12/8/2022, 10/3/2023, 12/14/2023, and 10/1/2024