

Christopher B. Hayes

Sr. UX / Product Design Leader – Digital Transformation, Strategy & Innovation

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EXECUTIVE PROFILE

Sr. UX and Digital Product leader with 25+ years of experience building and scaling design organizations, delivering enterprise-scale transformation, and shaping customer experiences that drive measurable business impact. Proven success leading multidisciplinary teams of 5–50+, partnering with executives, and embedding trust, accessibility, and innovation into global product portfolios. Adept at applying **AI, personalization, and emerging technologies (VR/AR, voice, mobile)** to modernize platforms and strengthen competitive advantage.

KEY CAREER ACHIEVEMENTS

- **Scaled UX Practices:** Grew Daugherty's UX team from **5 → 50 members**, generating **\$10–15M annual revenue**, embedding dual-track Agile, and advancing UX maturity across Fortune 500 clients.
- **Consumer-Scale Transformation:** Directed redesign of **27 Marriott brand websites** into a unified design system, contributing to Bonvoy mobile app adoption during a global brand integration.
- **Healthcare & Trust Leadership:** Designed Centene's Medicare **secure messaging platform**, delivering improved privacy and accessibility features to **1M+ members**.
- **Product Innovation:** Pioneered mobile-first customer experiences at Greyhound and Hyundai, including the **world's first app-based car owner manual** for the Hyundai Equus.
- **Revenue & Strategy Impact:** At Whereoware, led digital strategy and product launches that drove **\$2B+ annual client revenue**, developing scalable consulting frameworks (SPARC).

PROFESSIONAL EXPERIENCE

Centene Corporation – Sr. UX Designer (*Aug 2025 – Present*)

- Led UX design for Medicare secure messaging platform, enhancing trust, privacy, and accessibility for 1M+ members.
- Contributed to design systems and UX maturity initiatives; mentored junior designers on WCAG AA and Figma.
- Partnered with product, engineering, research, AI governance, and content teams to modernize applications.

Whereoware – Sr. Director, Digital Product Strategy (*Sep 2023 – Jun 2025*)

- Directed strategy, roadmapping, and launches generating \$2B+ client revenue annually.
- Facilitated AI-enabled ideation sessions; delivered scalable CX/UX transformation roadmaps.
- Mentored cross-disciplinary teams, fostering design excellence and innovation culture.

Daugherty Business Solutions – Sr. Director of UX Insights & Design; Digital Strategist; Solution Director (*Sep 2020 – Oct 2023*)

- Scaled UX practice from 5 → 50 team members, generating \$10–15M revenue annually.
 - Guided 5–10 year transformation initiatives in finance and healthcare; integrated dual-track Agile practices.
 - Served as Sr. Principal UX Designer for Edward Jones, delivering mobile + web platforms.
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HLK – Director of User Experience (*Nov 2017 – Nov 2020*)

- Founded HLK's UX practice, standardizing design research and execution.
 - Partnered with Marriott to replatform 27 brand websites; contributed to Bonvoy app.
 - Delivered innovation POCs for Bayer, Marriott, and Winchester that secured funding.
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Additional Roles

- **ROI-DNA – Sr. Digital Transformation Consultant (Freelance) (2019–2023):** ABM personalization strategies; executive-level digital roadmaps.
 - **Perficient – Practice Leader, Mobile Apps; Engagement Manager (2012–2016):** Founded Mobile Apps Practice; designed Greyhound's first mobile apps.
 - **Aspect – National Practice Leader, Mobile Solutions (2009–2012):** Pioneered mobile CX; launched Hyundai Equus digital owner manual.
 - **Maritz – Product Manager / Director of Multimedia (2006–2009):** Led eLearning/training platforms for Honda, Toyota, HP.
 - **Earlier roles (2000–2006):** Instructor at Washington University; Sr. eLearning Developer at SSE; Web Designer at Drone & Mueller; Technical Consultant at Anheuser-Busch; Operations Chief, USMC (Navy Achievement Medal).
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EDUCATION

- **Sanford-Brown Business College** – AA in Media Communication
 - **University of South Carolina, Beaufort** – General Studies
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AWARDS

- NAMA – First Place, Virtual Root Dig by Acceleron® App
- Modular Building Institute – First Place, Award of Distinction
- Webby Awards – Honoree, Mobile Sites & Apps (Utilities & Services)