CHRIS SANFORD
UX MANAGER & DESIGN LEADER

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https://ckeelers.github.io/portfolio/

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, aligning with goals and scaling impact across the organization.
- Co-authored org-wide design frameworks and monthly business reviews (MBRs) to track goal progress, measure design impact, and inform senior leadership.
- 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.
- Successfully coached the Sr. UX Designer on a critical, highly visible 0-1 initiative that was presented to CEO Andy Jassy, receiving high praise from senior and executive leadership.
- 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 augment a Compensation UI Library to scale for the organization, vastly expediting consolidation of components across ALX while contributing back to the design system.

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.
- 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 that greatly reduced cognitive load and friction.

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 satisfaction.

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