

ROBIN L HENDRIX
Senior UX Practitioner & Design Leader | AI-Integrated Experience Design |
Human-Centered Systems | Design at Scale
Charlotte, NC | rlhendrixjob@gmail.com | 336-303-0446

I design AI-integrated product experiences and build the teams and systems that make that work repeatable at scale. At Lowe's I am personally designing a Gen AI brand governance system, translating a novel AI capability into a governed, usable product experience inside active marketing operations, end-to-end, as a practitioner. I drove full team AI adoption in under 60 days by building structured prompt engineering frameworks and AI-assisted prototyping workflows that reduced research synthesis time by 45% without compromising craft or compliance. At Bank of America I redesigned BankAmeriDeals offer discovery and redemption flows for millions of iOS and Android users, with design decisions tied directly to 25% YoY revenue growth. Across 20+ years and six enterprise UX transformations, the constant is hands on design ownership: I produce the work, lead the team, and build the infrastructure that makes quality sustainable.

20+	\$2.1M	2M+	6	15+
Years UX Leadership	Budget Oversight	Consumer Users Served	Enterprise UX Transformations	Practitioners Led

EXECUTIVE IMPACT

- **AI-Integrated Product Design:** Personally designing a Lowe's Gen AI brand governance system from concept through active deployment, including the scoring interface, explainability framework, Creative Agent integration, and standalone validation workflow. Translating an emergent AI capability into a governed, usable product experience inside live marketing operations. This is hands on design work, not oversight.
- **AI Adoption and Workflow Architecture:** Built and deployed full team AI adoption across a 30 person UX organization in under 60 days, designing structured prompt engineering frameworks, validation checkpoints, and AI-assisted prototyping workflows that reduced research synthesis time by 45% while maintaining enterprise compliance standards. Responsible AI integration built from the practitioner level up.
- **Player-Coach Product Craft:** Personally produced end-to-end UX flows, wireframes, prototypes, and high fidelity UI at Lowe's, Freeman Capital, and Synecron while leading organizations of 15 to 30+. Redesigned BankAmeriDeals offer discovery and redemption experiences for millions of iOS and Android users at Bank of America, with outcomes tied directly to 25% YoY revenue growth. Design execution and design leadership operate in parallel, not in sequence.
- **Governance as Craft Infrastructure:** Reduced rework by 40% and escalations by 80% within two sprint cycles at Lowe's by designing UX Ready, an intake governance framework that protected design quality by ensuring work was defined before it entered production. Governance in service of craft, not compliance theater.
- **Transformation Architect:** Six enterprise UX transformations across Fortune 500 and regulated environments. Every engagement entered was structurally broken. Every engagement left with a functioning operating model, measurable outcomes, and governance that held after departure.
- **B2B and SaaS Depth:** Led UX across Paychex HR and payroll platforms, Red Hat enterprise SaaS products, and Synecron financial services engagements serving Fortune 500 clients. Complex multi step workflows, high stakes user decisions, and enterprise grade interaction requirements across all three.
- **People Leadership Through Craft:** Advanced ICs into senior roles at three organizations through structured coaching, design critique culture, and performance frameworks built around craft excellence and delivery accountability. Built a 15 person global UX team

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PROFESSIONAL EXPERIENCE

Sr. Manager, UX Design | Lowe's Companies

Charlotte, NC (Hybrid) 2024 - Present

30+ practitioners | 12 direct reports | 40+ cross functional stakeholders | Consumer + Enterprise portfolios

Consumer Product Work:

- Directed consumer facing loyalty UX and interaction design across member facing app and web surfaces, including offer presentation, program engagement, first responder discount flows, and military verification experiences serving millions of active users, with design decisions tied directly to engagement and redemption outcomes.
- Personally produced end-to-end UX for the Lowe's Gen AI powered brand governance system as a player-coach, driving the scoring interface, explainability framework, Creative Agent integration, and standalone validation workflow, translating a novel AI capability into a governed, usable product experience inside active marketing operations.
- Applied lean UX methods inside empowered product teams across rapid discovery cycles, facilitating design thinking workshops to frame problems, align on user needs, and prototype solutions before roadmap commitment, compressing alignment timelines without sacrificing research integrity.
- Led the UX workstream for a large scale MarTech platform consolidation, producing north star customer journey maps and service blueprints that aligned cross functional partners across Product, Engineering, Marketing, and Operations on a unified future state experience vision.

People and Team Leadership:

- Elevated design quality and delivery standards across 12 direct reports and an extended team of 30+ by leading weekly design critique sessions, establishing design principles and interaction patterns that scaled across complex B2C workflows, and developing designers into confident stakeholder communicators.
- Increased research utilization by 25% by overseeing a dedicated UX research team, synthesizing continuous discovery findings and usability testing into clear design recommendations and upstream roadmap input across consumer and enterprise product lines.
- Shaped experience strategy across consumer loyalty and MarTech portfolios by partnering directly with VP and Director level stakeholders across Product and Technology to influence roadmap prioritization upstream, shifting UX from downstream executor to strategic planning partner.

Operating Model and Delivery Infrastructure :

- Reduced rework by 40% and escalations by 80% within two sprint cycles by designing and deploying UX Ready, an enterprise intake governance framework requiring defined problem statements, user definitions, success metrics, and engineering feasibility confirmation before any work entered the sprint.
- Improved sprint commitment accuracy by 30% by defining the organization's first UX measurement framework, establishing KPIs tied to sprint predictability, rework frequency, and delivery velocity, with clear milestones and measurable outcomes that created the first shared accountability language across UX, Product, and Engineering.
- Accelerated research synthesis by 45% by operationalizing AI within governed UX workflows, embedding AI across qualitative synthesis, rapid prototyping, sprint documentation, and requirement validation while maintaining enterprise quality and compliance standards. Established responsible AI usage standards including bias mitigation protocols, human validation requirements, and quality guardrails across the organization

Documented Outcomes:

40% reduction in rework | 80% reduction in escalations within two sprint cycles | 30% sprint commitment accuracy improvement | 45% reduction in research synthesis time | Design system expanded across 30 person org.

Sr. Manager, UX Experience | Paychex

Remote 2022 - 2024

8+ B2B, B2C, and B2E fintech platforms | 500K+ users | 10+ distributed designers and researchers

- Reduced ambiguity and improved retention across a fully remote organization by establishing Paychex's first formalized UX performance framework, defining role level expectations, measurable delivery benchmarks, and a structured feedback cadence across 10+ distributed practitioners working across complex B2B SaaS workflows.

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- Advanced two ICs into senior roles within 18 months through structured growth paths, direct coaching, and clear performance expectations in a fully remote environment.
- Increased design influence on product prioritization decisions by repositioning UX as a strategic delivery partner, measured through quarterly executive roadmap reviews and upstream visibility into planning cycles previously closed to design.
- Directed governance of design system standards across 8+ B2B SaaS product lines, establishing shared interaction patterns, component reuse guidelines, and quality benchmarks that reduced design inconsistency across a distributed team without adding headcount.
- Ensured design decisions met regulatory and compliance requirements across HR and payroll product lines by partnering with Compliance and Legal throughout the design and validation cycle.

Documented Outcomes:

First formalized UX performance framework in org history | 2 ICs advanced to senior roles within 18 months | Design system governance established across 8+ B2B SaaS product lines

Sr. Manager, IT Sales & Compliance | Red Hat

Raleigh, NC 2018 - 2022

Enterprise SaaS products | Inherited a leaderless, fragmented global team | Built from 5 to 15 across NA, EMEA, APAC | \$2M+ program budget with FTE/contractor tradeoff authority

- Achieved 75%+ user adoption within the first month of launch by scaling the UX team from 5 to 15 practitioners across North America, EMEA, and APAC in under 30 days, under a hard budget ceiling with full FTE vs. contractor tradeoff authority.
- Eliminated delivery fragmentation across three global regions by designing a 24-hour handoff model with documented transition protocols, shared definition of done, and regional lead ownership structures that maintained delivery continuity across time zones without sacrificing experience quality.
- Reduced enhancement cycle time by 30% and defects by 25% by implementing structured parallel delivery tracks and quality focused release processes across NA, EMEA, and APAC.
- Stabilized a burned out team and rebuilt delivery confidence by establishing clear role expectations, a structured accountability cadence, and consistent leadership presence for the first time in over a year.

Documented Outcomes:

75%+ adoption within first month | 30% cycle time reduction | 25% defect reduction | 15-person global team built in under 30 days | 24-hour delivery model across NA, EMEA, APAC

Head of UX Strategy | Freeman Capital

(Fractional, concurrent with Paychex from 2022) **Remote 2020 - 2023**

Fractional executive | B2B and B2C fintech SaaS platform | BIPOC financial empowerment | Concurrent with Paychex

- Increased platform engagement by 50% by owning end-to-end UX vision, product strategy, and brand alignment from north star concept through launch, operating as a player-coach and personally producing UX flows, wireframes, and interaction models while leading design direction.
- Built the organization's first WCAG aligned inclusive research and accessibility framework, embedding equity centered design practices into the product foundation to serve a historically underrepresented consumer population.
- Partnered directly with the CEO and founding team to integrate UX into roadmap planning, growth initiatives, and investor facing narratives, positioning design as a strategic business driver from the foundation.

Sr. Manager, Digital UX | Synechron

Charlotte, NC 2017 - 2018

B2B SaaS and enterprise platform UX across AI, NLG, blockchain, and RPA products; Fortune 500 financial services clients

- Converted a termination risk into a contract expansion at Wells Fargo by recovering a distressed engagement through delivery diagnosis, team restructuring, and transparent outcome accountability, rebuilding cross-functional trust in one of the most compliance sensitive B2B delivery contexts in the industry.
- Increased design delivery velocity by 25% by restructuring team workflows, eliminating sequential handoffs, and building parallel delivery tracks that maintained quality without adding headcount.

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- Translated emerging technology mandates including AI, NLG, blockchain, and RPA into governed UX delivery frameworks, personally producing service blueprints, UX flows, and interaction standards for product categories with no prior UX precedent inside client organizations.

Sr. Lead, Mobile Interaction Design | Bank of America

Charlotte, NC 2016 - 2017

BankAmeriDeals: high revenue consumer mobile feature | iOS and Android | Millions of active users

- Contributed to 25% YoY revenue growth by redesigning offer discovery, personalization, and redemption flows for millions of iOS and Android users, shipping across both platforms with measurable engagement and redemption outcomes.
- Established the organization's first data-to-design feedback loop connecting UX decisions to measurable revenue outcomes using behavioral data and offer redemption analytics.
- Applied behavioral data, offer redemption analytics, and rapid A/B experimentation to validate redesign decisions, establishing the organization's first data-to-design feedback loop connecting UX outcomes directly to revenue performance

Sr. Lead, UX Design | Wells Fargo & Co.

Winston-Salem, NC 2014 - 2016

Enterprise HR and workforce planning platforms | Regulated banking environment

- Directed \$4.5M+ in UX programs across enterprise HR and workforce planning platforms inside one of the most heavily regulated banking environments in the US. Increased platform usability by 35% through structured validation and iterative testing. Advanced two junior designers into senior roles simultaneously.
- Conducted heuristic analysis and structured usability evaluations across enterprise HR and workforce planning platforms, identifying friction points and interaction failures before release in a zero tolerance compliance environment.

UX Program Manager | ePals Inc.

Herdon, VA 2012 - 2014

Managed \$2.1M in UX program delivery for a consumer K-12 edtech platform. Launched a geo-personalized learning app adopted in 40+ school districts, on time and within budget.

Co-Founder & UX Director | XMG Online

Greensboro, NC 2008 - 2012

Founded and scaled a UX consultancy to a multi-client portfolio with full P&L ownership across client acquisition, financial management, hiring, and delivery. Built a 50+ person distributed creative network from zero. Client portfolios included NASCAR, Wake Forest Medical Center, Wake Forest University, and the City of Greensboro.

AI & ENTERPRISE TOOLING

Claude & ChatGPT (prompt engineering, research synthesis, requirements validation, executive reporting) | Figma Make (AI-assisted prototyping, design system congruency) | Figma, FigJam | Jira, Confluence | Actively developing: agent orchestration, AI-assisted design workflows

CORE EXPERTISE

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|--------------------------------------|---------------------------------------|---|
| • UX Strategy & Transformation | • Cross-Functional Leadership | • Inclusive Leadership & Accessibility |
| • Design Operations (DesignOps) | • Performance & Talent Development | • Agile UX & Lean Delivery Systems |
| • Enterprise UX & Operating Models | • AI Governance & Enablement | • Organizational Design & Change Management |
| • Consumer Product Design Leadership | • Fintech & Regulated Platform Design | • Multidisciplinary Team Leadership (10 to 30+) |
| • Design Craft & Quality Standards | • Psychological Safety & Team Culture | • Behavioral Analytics & A/B Testing |
| • Lean UX & Rapid Experimentation | • Human-Centered Design (HCD) | • Information Architecture |

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EDUCATION & RECOGNITION

Bachelor of Science in Graphic Arts and Digital Technology, Bennett College for Women, Greensboro, NC
Top 25 Web Design Firms (Triad Business Journal and UNCG), 2009