

Chad Andrew Powell

Design Leader | UX Strategist | Mentor

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SUMMARY

Design leader with 20+ years of experience in UX, UI, and visual design leadership within FinTech, healthcare, and entertainment. Proven ability to deliver human-centered, scalable design systems, lead cross-functional teams, and align design vision with strategic business goals. Adept at mentoring design talent, driving measurable product outcomes, and influencing executive stakeholders to champion user-first design.

CORE COMPETENCIES

Design & Research: UX design, UI design, interaction design, visual design, accessibility compliance, design systems, journey mapping, persona development, prototyping, usability testing, heuristic evaluation, A/B testing, illustration, branding, digital marketing

Leadership & Strategy: Design vision, design thinking, design operations, cross-functional collaboration, roadmap prioritization, OKR setting, mentorship, stakeholder alignment, governance

Tools & Platforms: Figma, Sketch, Adobe Creative Cloud, Jira, Confluence, HTML/CSS basics, Storybook, Zeroheight, Microsoft Suite, Google Suite, Asana, Joomla, Wordpress, Adobe Experience Manager (AEM)

EXPERIENCE

Blue Cross Blue Shield of North Carolina – Raleigh, NC

Experience Design Manager, Governance & Special Ops (Jan 2025 – Present)

- Lead governance initiatives including design language system (Litehouse), accessibility, and future-state strategy projects.
- Manage cross-functional product team members including product owners and business analysts.
- Define product requirements informed by user needs, market research, and application knowledge.
- Align with IT leadership on delivery strategy and timelines, ensuring cohesive digital experiences.
- Act as internal and external spokesperson for product vision and strategy.

Design Principal (Jul 2023 – Jan 2025)

- Directed design strategy across products and platforms in alignment with enterprise goals.
- Led user research initiatives with UX Researchers to drive empathetic, user-first designs.

- Delivered wireframes, prototypes, and high-fidelity mockups to communicate design intent.
- Mentored junior designers, fostering creativity and collaboration.
- Partnered with product and engineering teams to ensure design execution met best practices and accessibility standards.

USAA – San Antonio, TX

Design Lead, Growth & Development (2022 – 2023)

- Provided leadership for 200+ design professionals within the Chief Design Office.
- Created and launched company-wide Mentorship Program with 20% engagement in the first year.
- Led internal information architecture redesign for career development resources.
- Facilitated innovation workshops and goal-setting sessions across multiple teams.

Senior UX Designer (2017 – 2022)

- Designed and launched SafePilot mobile app, achieving 700K+ active users.
- Produced high-fidelity UI, prototypes, and interaction flows across platforms.
- Represented Design Language System (DLS) adoption initiatives, ensuring brand and usability

UX Designer I (2016 – 2017)

- Delivered end-to-end behavioral design solutions improving member engagement.
- Advocated for usability standards and accessibility compliance.

Focus on the Family / Fidolab – Colorado Springs, CO

Manager of Digital Products / Art Director (2015 – 2016)

- Oversaw delivery of enterprise platforms and mobile applications.
- Directed user testing and implemented Agile workflows.
- Led Digital Innovation Lab initiatives exploring future-facing technologies.

Integrity Music – Colorado Springs, CO

Senior Manager of Digital Creative (2014 – 2015)

- Executed digital campaigns to increase audience engagement and conversions.
- Enhanced email and web experiences through strategic UX research.

Digital Creative Manager (2011 – 2014)

- Produced iTunes LPs and packaging for Grammy-recognized artists.
- Reduced vendor costs by producing in-house micro-marketing sites.

Web Content Manager (2008 – 2011)

- Managed web content strategy, UX writing, and SEO-focused updates.
- Integrated marketing campaigns and tracked performance analytics.

Xanté Corporation – Mobile, AL

Graphic Designer (2005 – 2008)

- Designed print collateral, infographics, and product visuals.
- Mentored junior designers and improved production efficiency.

EDUCATION

M.S. User Experience Design – Kent State University, 2021

B.F.A. Graphic Design & Photography – University of South Alabama, 2009