CHAD HALSTED

Clarity for complex products.

Experience Architect / Behavioral Strategy Consultant

Bellevue, Washington · chadthebrand.com

SAVI / INDIANA UNIVERSITY

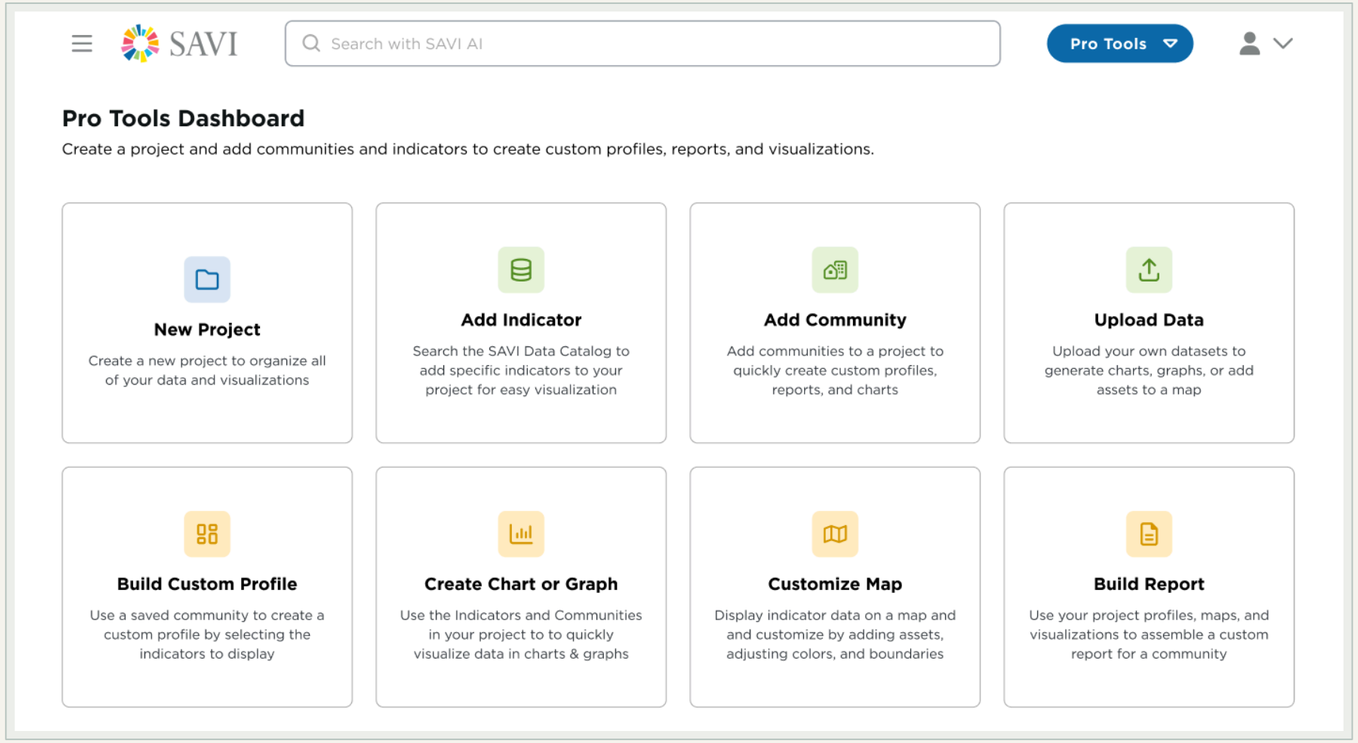
UX Design Lead · via HTC · 2024–2025

Make community data easier to use.

A shared experience for discovery and deeper analysis.

Seven separate applications made the platform harder to understand and navigate.

- Audited the existing tools and compared other data platforms.
- Defined Browse and Pro Tools around different user intentions.
- Built Figma components, flows, and delivery specifications.



Pro Tools dashboard concept · 2025

A two-part experience model connecting product direction to interface design.

MERCK

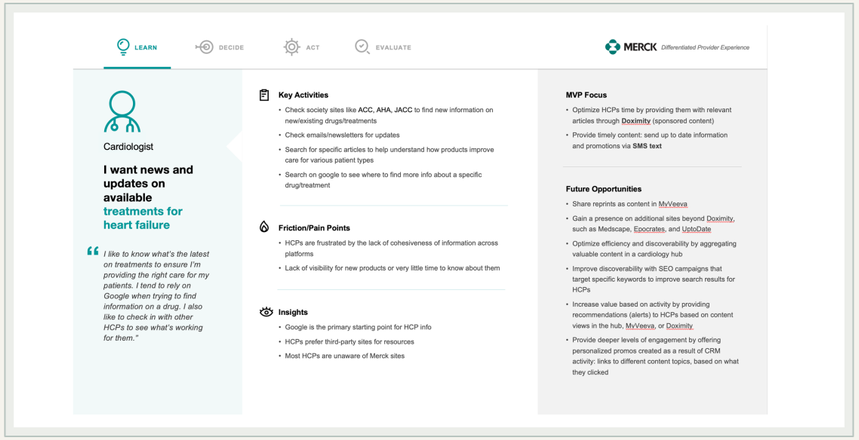
Digital Experience Architect · Mobiquity · 2020–2022

Turn discovery into experience direction.

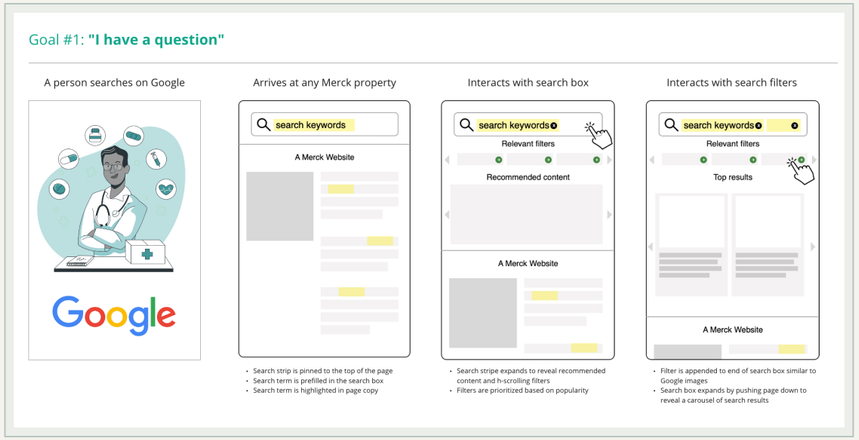
Understanding customer needs within a complex, regulated organization.

The team needed a common view of healthcare-professional needs and organizational constraints.

- Designed and facilitated stakeholder discovery.
- Synthesized customer research into a needs landscape.
- Facilitated ideation and visualized concepts for prioritization.



Customer-needs landscape



Search experience storyboard

A research-informed basis for deciding which experience opportunities to validate next.

SAFECO / LIBERTY MUTUAL

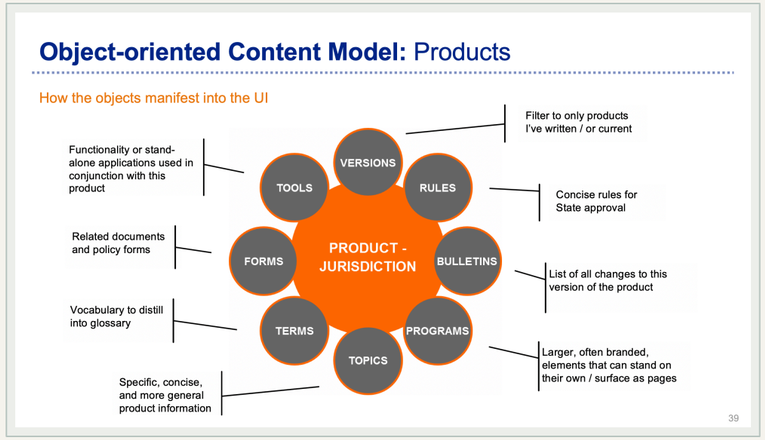
Information Architect / Principal Product Designer · 2016–2019

Give a complex portal a coherent structure.

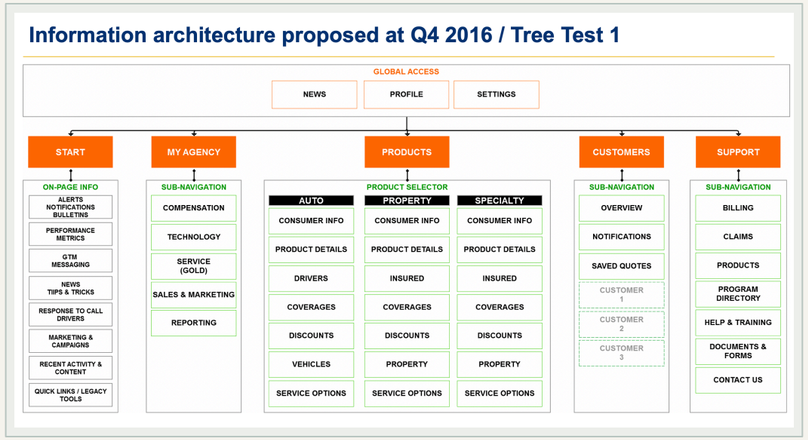
Information architecture and content strategy for an agent platform.

A large content estate and parallel initiatives needed to fit one agent experience during platform migration.

- Mapped current and future information architecture.
- Defined taxonomy and audience-based content frameworks.
- Aligned separate initiatives through shared experience models.



Object-oriented content model



Content architecture

A reusable architecture for navigation, content delivery, and publishing decisions.

Principal Product Designer · 2018–2019

Make the reward more engaging.

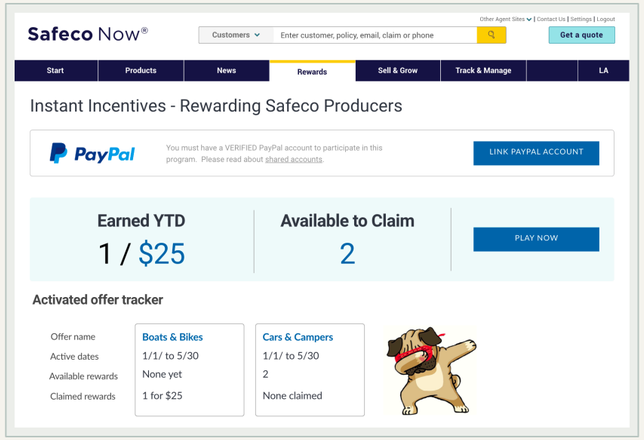
A distinctive agent interaction with a lightweight implementation.



Reward-reveal animation concept

An established incentives platform needed a more engaging reward reveal and clearer administration.

- Designed the agent interface with the product owner.
- Prototyped a new game mechanic using animation and simple logic.
- Defined supporting employee administration workflows.



Agent rewards interface concept

Safeco President’s Award recognition for the redesigned incentives experience.

GAZE

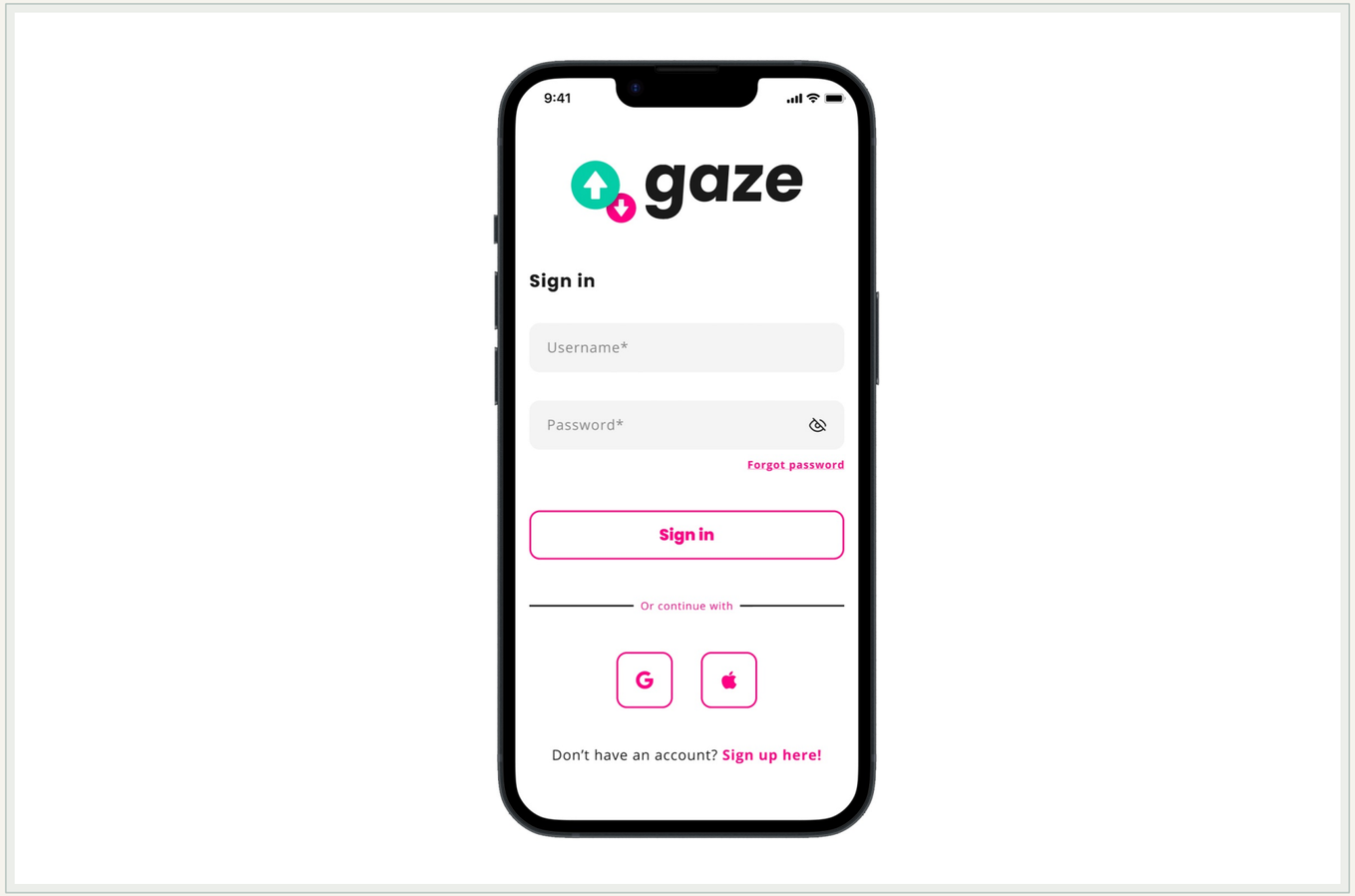
Lead Product Designer · Founding team · 2023–2024

From product idea to a buildable MVP.

Hands-on product design for peer-to-peer video reviews and commerce.

The early team needed a coherent first experience and a practical scope for an initial release.

- Shaped mobile and desktop flows in Figma.
- Prioritized core journeys with product and engineering.
- Connected prototypes to development handoff.



Gaze mobile sign-in design

A design foundation and prototypes supporting the early alpha.

APOTHEM

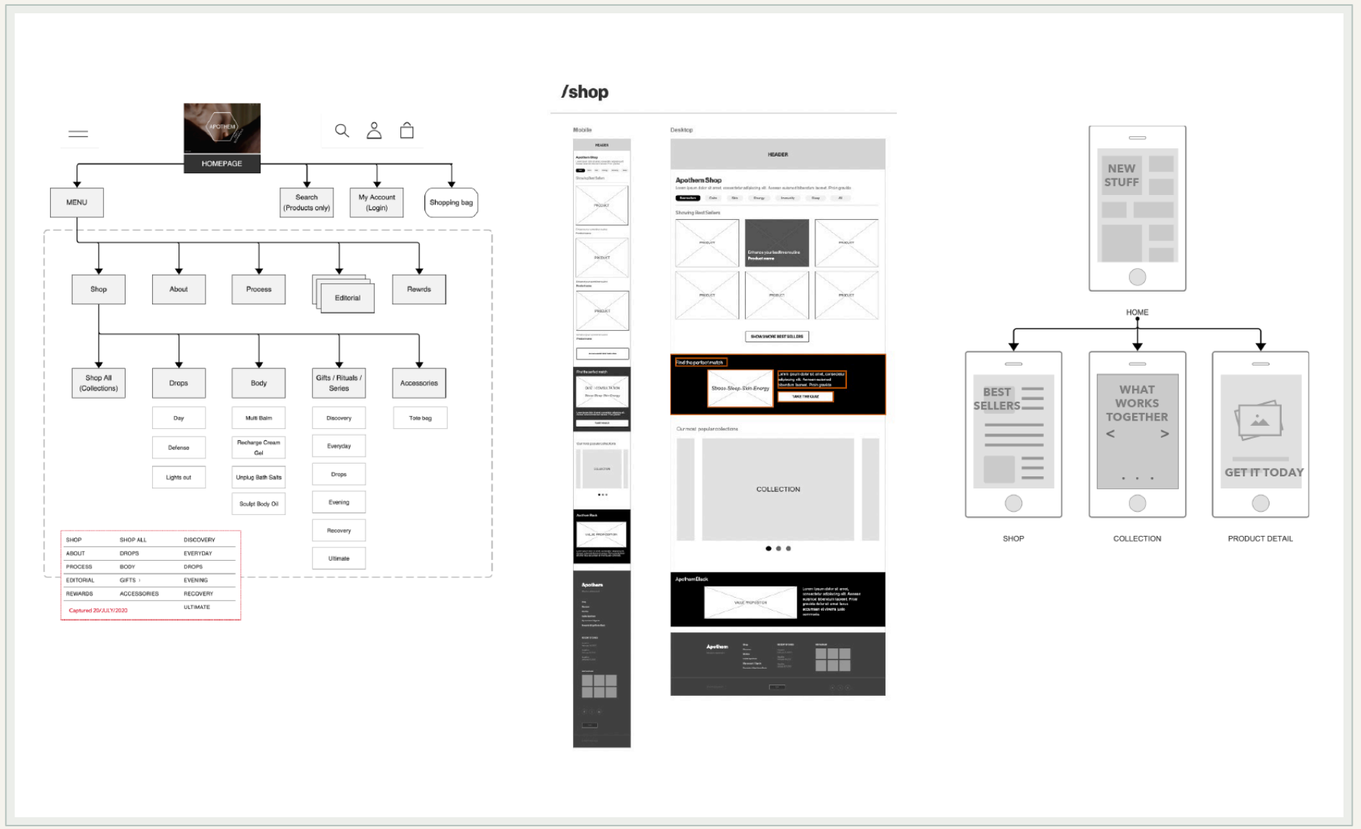
UX architecture, design direction & delivery

Bring a premium brand into a working store.

E-commerce UX for a time-sensitive product launch.

The new brand needed a differentiated Shopify experience ahead of an upcoming launch.

- Audited competitors and developed recommendations.
- Created the sitemap, flows, wireframes, and prototype.
- Partnered with design and development through delivery and training.



Sitemap, responsive wireframe, and content model

An end-to-end commerce experience and a maintainable site for the client team.

T-MOBILE

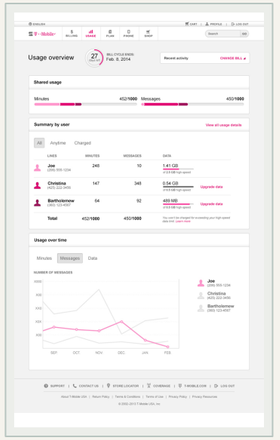
UX track across responsive sprint delivery

Self-service across screens and teams.

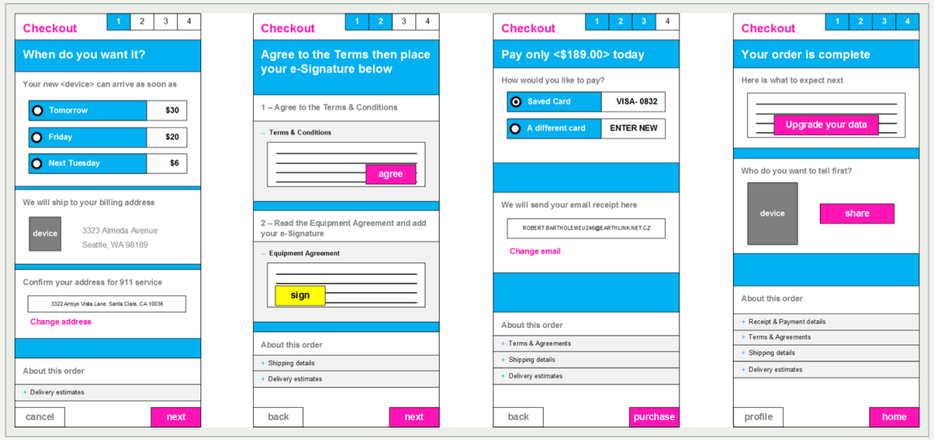
UX across upgrades, support, billing, usage, and navigation.

Multiple creative and technical vendors were operating across separate agile processes.

- Designed functional sections across five viewports.
- Coordinated requirements and interaction patterns across sprints.
- Connected design direction, wireframes, and engineering delivery.



Customer dashboard and usage wireframe



Responsive checkout concepts

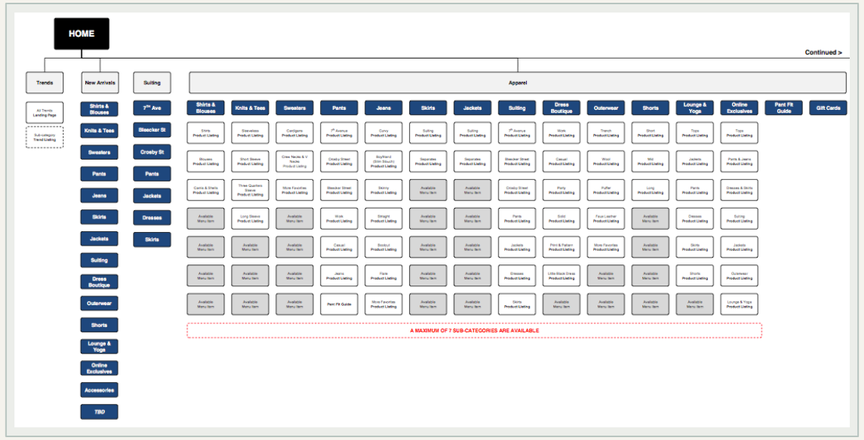
A shared approach to responsive self-service during a major platform transformation.

NEW YORK & COMPANY

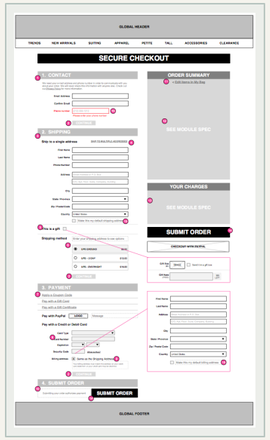
UX design and information architecture

Make checkout feel like one journey.

Desktop and mobile commerce during an ATG platform migration.



Site architecture



Checkout wireframe

The redesign had to connect shopping, basket, and checkout behavior across devices.

- Defined category and checkout flows.
- Created IA and wireframes for desktop and mobile.
- Worked through client reviews with design and delivery teams.

A consistent commerce framework with a more streamlined checkout approach.

AMAZON VENDOR CENTRAL

Organize around the vendor’s work.

A coherent experience model for fragmented vendor tools.

Information Architect · Retail Systems · 2014–2015

ILLUSTRATIVE SUMMARY

01

Understand

Current tasks and tool boundaries

→

02

Organize

Products and orders. Payments and performance.

→

03

Connect

Contextual help. Clearer transitions.

→

04

Deliver

Prioritized design and delivery roadmap

A direction for consolidating vendor experiences and simplifying workflows.

HOWIES

UX architecture and e-commerce experience

Translate a catalog brand into commerce.

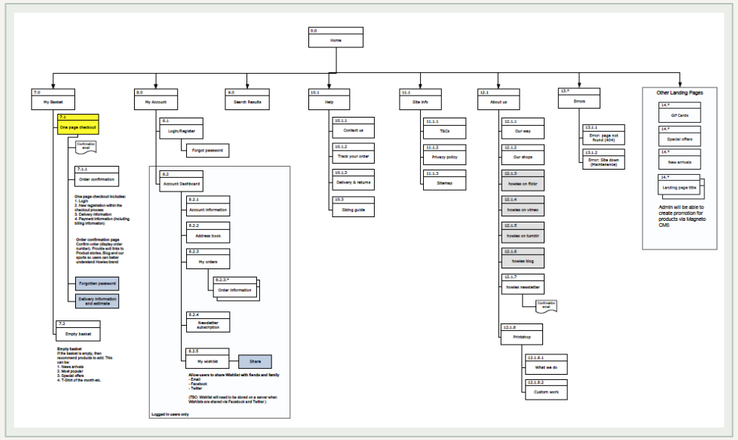
Preserving a distinctive voice while modernizing shopping.

The clothing brand’s print-catalog personality needed to survive a transition to a new digital platform.

- Defined the sitemap, shopping flows, and homepage wireframes.
- Worked with the client’s designers and brand guardians.
- Connected catalog storytelling to digital commerce patterns.



Storefront design



Site architecture and shopping flows

An experience structure for a brand-led store and its NetSuite transition.

AFFLIGEM

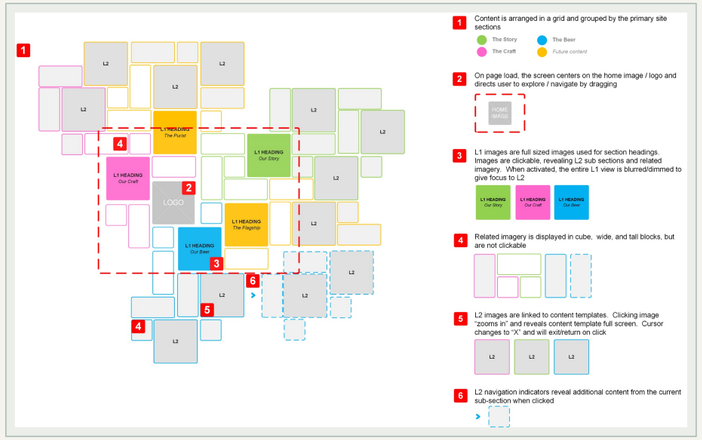
UX architecture and interaction design

Make exploration intuitive.

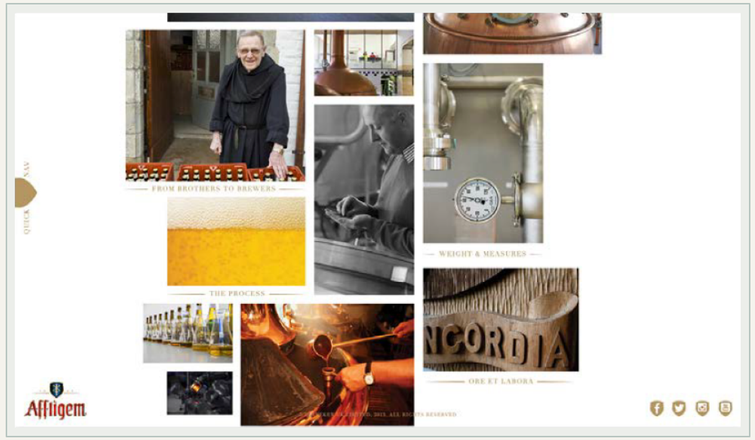
An experiential framework for an interactive global brand site.

The site needed unconventional exploration without sacrificing orientation or usability.

- Translated creative concepts into an experience model.
- Defined the sitemap and reusable template catalog.
- Worked with creative technologists on responsive interactions.



Template catalog



Canvas and template model

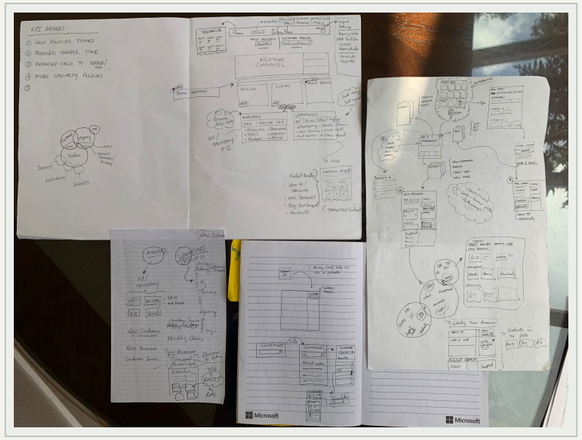
A navigable structure supporting an expressive, interactive experience.

SAFECO NOW

Product design, research & experience architecture

Refresh the portal without losing the work.

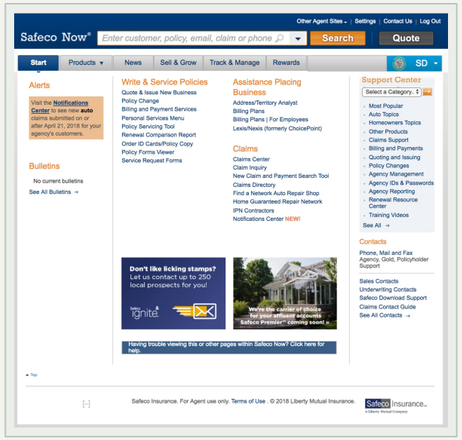
An incremental approach to agent-facing navigation and content.



Workshop sketches

New IA, a design system, and connected tools had to fit around core sales and service journeys.

- Facilitated design-thinking work with stakeholders.
- Connected research and experiments to portal design decisions.
- Refined pathways to key destinations through testing.



Safeco Now portal design

A practical, incremental refresh strategy for the agent experience.

ZURICH

Freelance Information Architect · Ogilvy & Mather

From customer intent to a local solution.

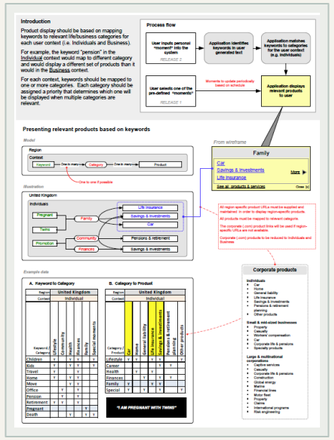
A location-aware entry point for a global insurance site.



Homepage interaction wireframe

A global homepage needed to route free-text customer needs to country-specific products and services.

- Defined requirements with stakeholders.
- Designed the homepage interaction and states.
- Specified routing behavior and technical requirements.



Interaction specification

An intent-based module connecting global entry to local offerings.

ADDITIONAL EXPERIENCE

A broader body of UX work.

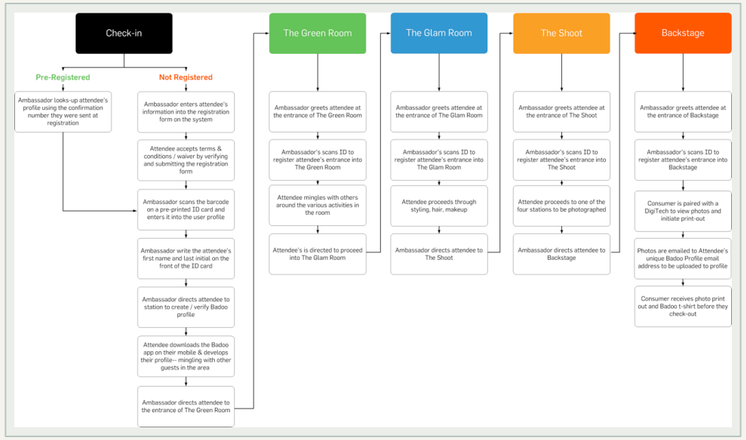
Information architecture, interaction design, and delivery across sectors.

BADOO

Digital Director / UX · Exposure · New York

Design the flow beyond the screen.

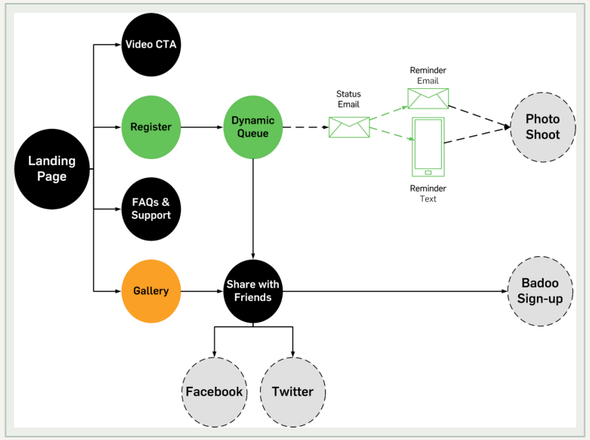
An event-to-social system connecting registration, capture, and publishing.



Event experience flow

An on-site photo campaign needed assets and participant data to move between physical and digital touchpoints.

- Mapped registration, event activation, and campaign amplification.
- Defined flows across screens, printers, profiles, and the campaign site.
- Worked with developers on platform integration and data transfer.



Campaign process flow

A connected event experience spanning physical capture and social distribution.

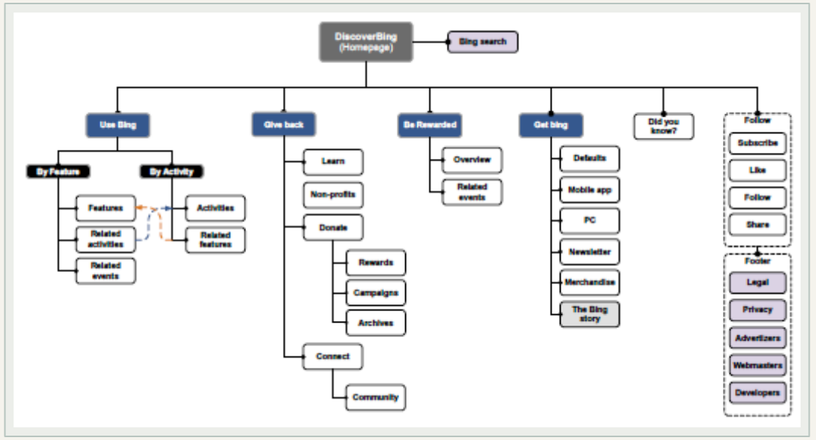
UX strategy and architecture · Exposure

A campaign platform built to evolve.

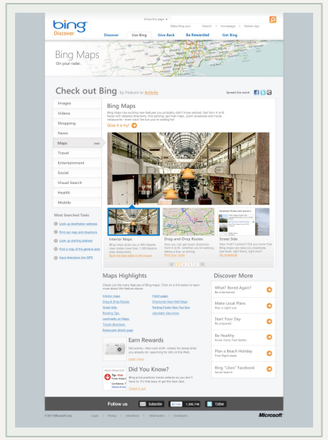
A scalable brand-marketing experience for a changing product.

Marketing groups needed a flexible destination for campaigns while product capabilities continued to change.

- Facilitated cross-group requirements workshops.
- Designed the sitemap and desktop/mobile interactions.
- Connected future product needs to a reusable platform model.



Site architecture



Map feature wireframe

A robust structure for campaign landing pages and product discovery.

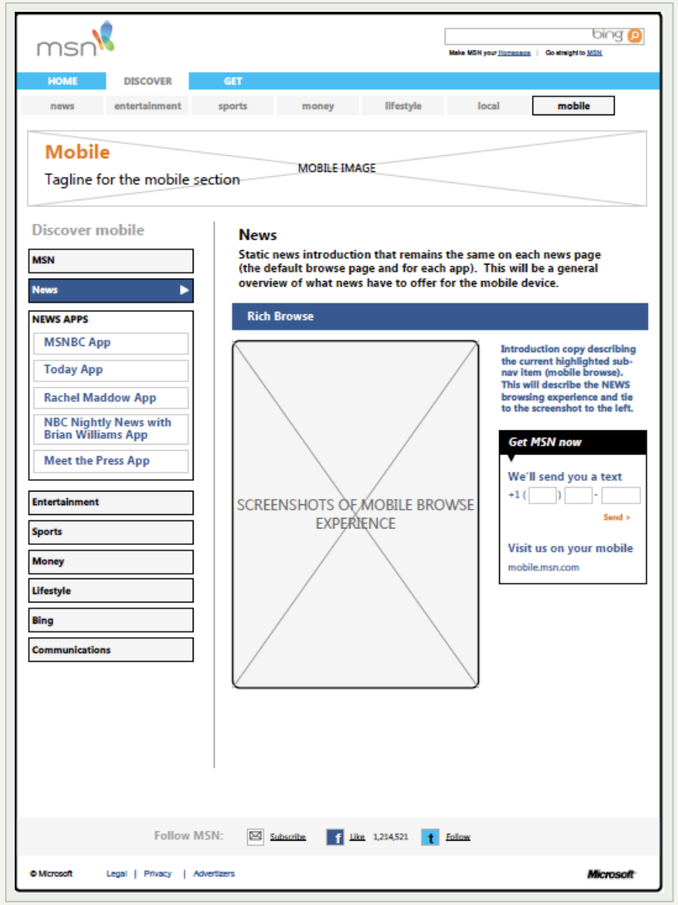
One brand story. Web and mobile.

UX strategy for a brand-marketing site concept.

The concept needed to present a broad content proposition consistently across screen sizes.

- Developed the overall UX strategy.
- Created sitemaps, process flows, and wireframes.
- Partnered with the team through design and development.

A connected desktop and mobile experience proposal.



Mobile pivot model



Mobile UI wireframe

One campaign. Connected touchpoints.

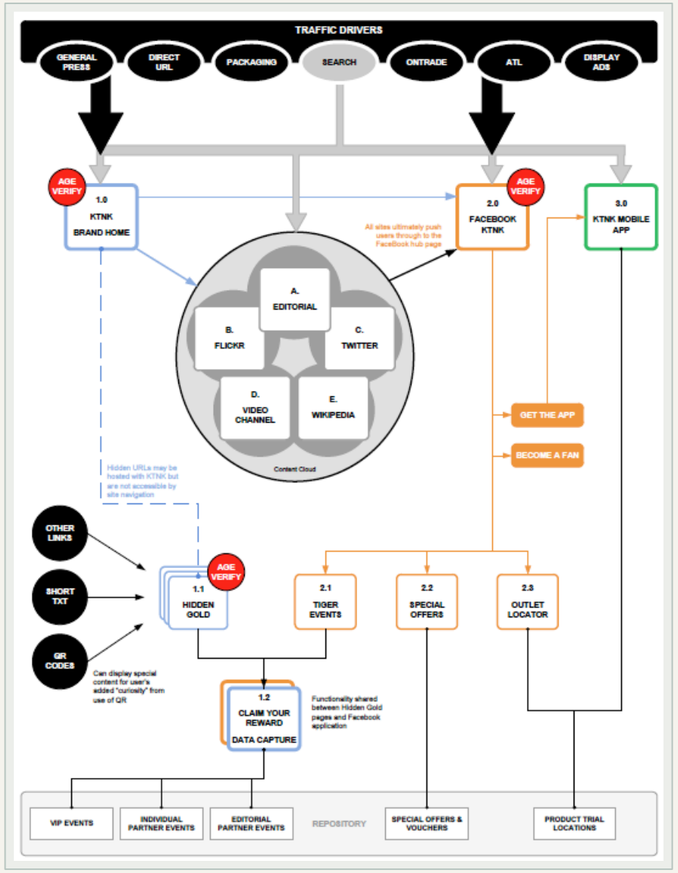
An experience model linking a campaign hub, mobile app, and social channels.

A campaign spanning multiple destinations needed a coherent path for participation.

- Mapped the overall experience and user journeys.
- Designed flows and wireframes for the hub, iPhone app, and Facebook.
- Worked across visual design and technical execution.



Campaign hub wireframe



Experience model

A common UX framework for the campaign’s digital touchpoints.

REI

Give every homepage story a purpose.

Reusable templates connecting commerce, expertise, and brand.

User Experience Architect · via Filter Digital · 2015–2016

ILLUSTRATIVE SUMMARY

01

Announcement

Lead with a timely message

→

02

Storyline

Connect an editorial narrative

→

03

Evergreen

Make enduring expertise useful

→

04

Event

Give participation a clear path

A flexible homepage approach supporting different editorial and merchandising needs.

BIRRA MORETTI

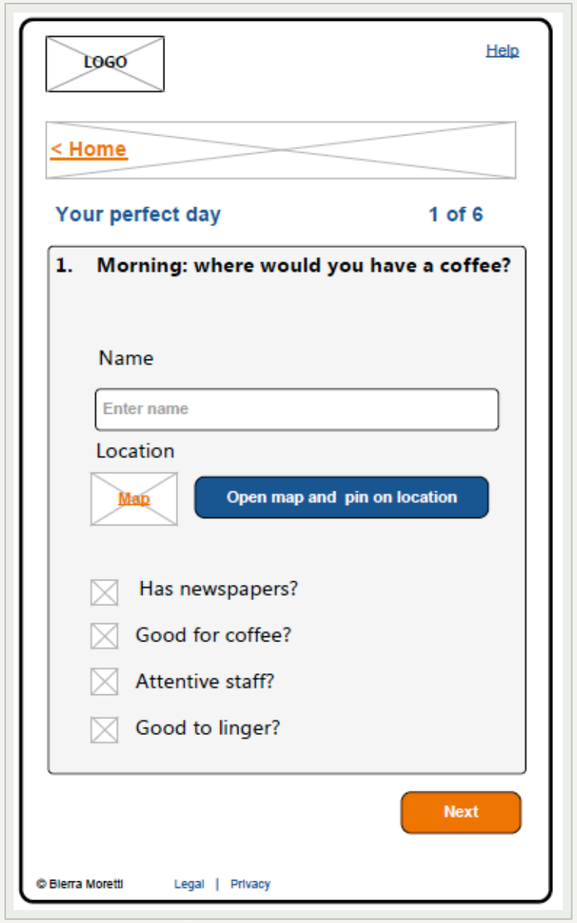
UX architecture · Exposure · London

Map a place-based mobile experience.

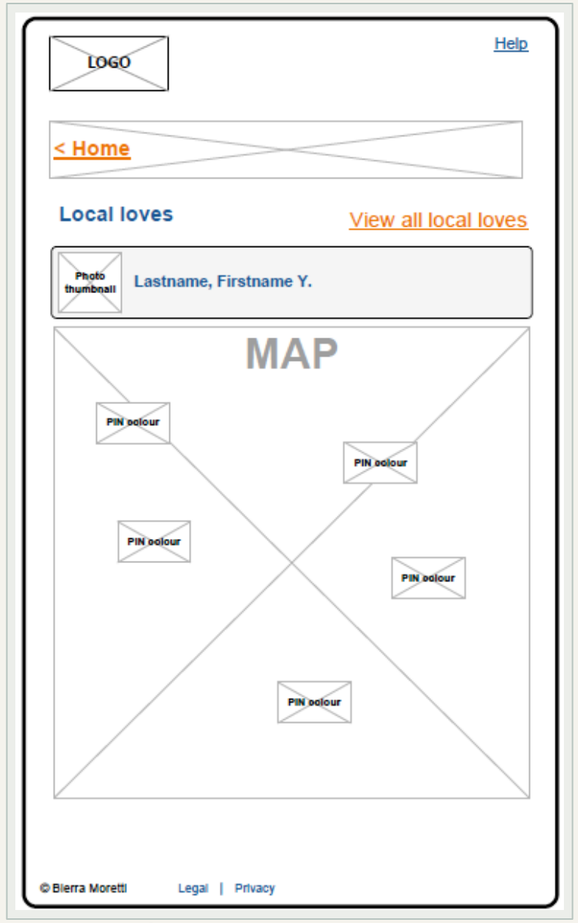
Location, exploration, and mobile interactions.

The app needed to connect location-based content with a simple mobile experience.

- Defined the application map and process flows.
- Designed iPhone wireframes and interaction states.
- Mapped geolocation and augmented-reality exploration.



Mobile interaction wireframe



Location-map wireframe

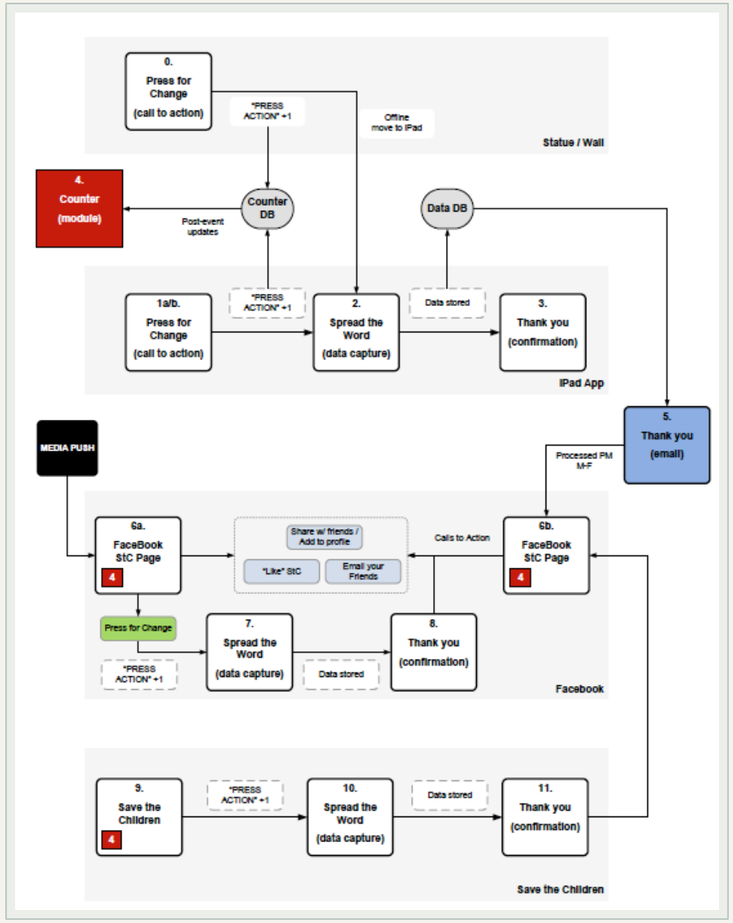
A specified mobile experience linking content, place, and discovery.

Join the campaign touchpoints.

A connected iPad, social, and backend experience for Push for Change.

The campaign needed a clear participant path across on-site interaction and connected systems.

- Mapped the experience across iPad, Facebook, and backend services.
- Created process flows and an application map.
- Designed wireframes for the participant experience.



Process and application map

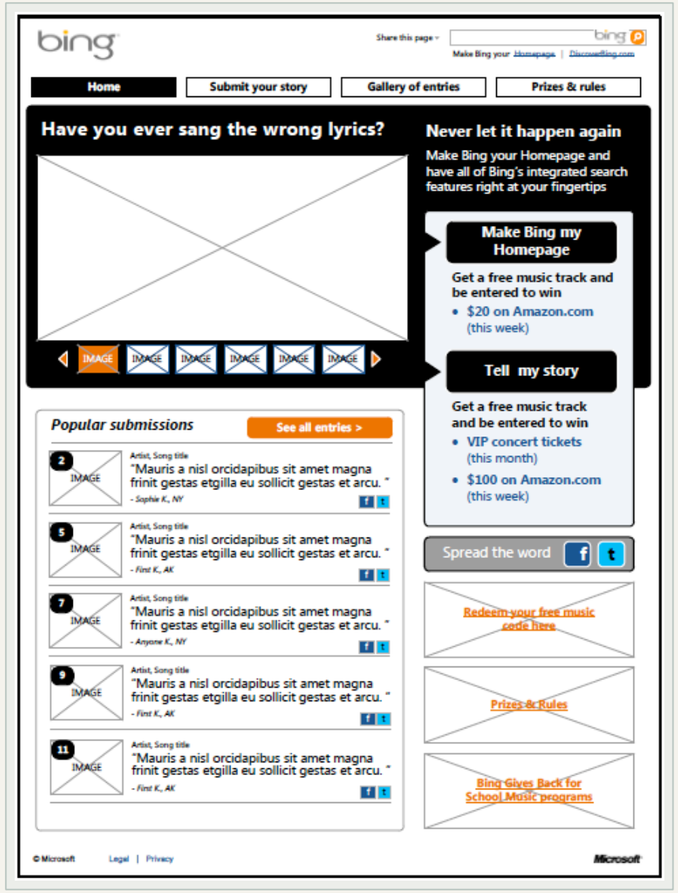
A defined path from campaign participation to supporting system actions.

Make the next action clear and worthwhile.

A campaign concept encouraging search-engine adoption.

The promotional experience needed to connect a creative incentive with a clear user action.

- Pitched the campaign concept and UX approach.
- Developed process flows and landing-page wireframes.
- Guided the experience through visual design and development.



Landing-page wireframe



Campaign design

A complete campaign experience model from incentive to action.

DE BEERS

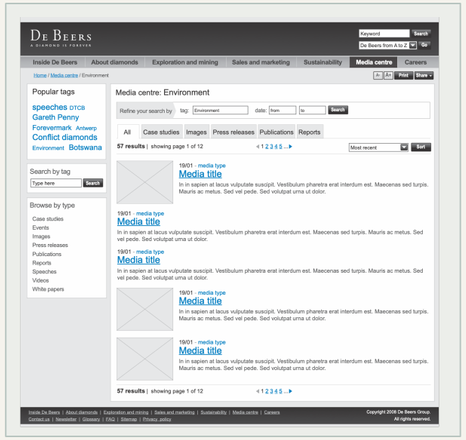
Information architecture · Sapient · London

Make corporate content easier to connect.

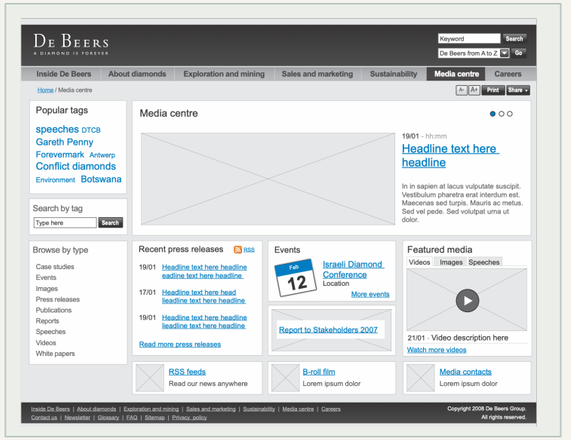
Information architecture and a cross-linked media experience.

A large corporate site needed clearer journeys and better relationships between content and media.

- Developed personas, process flows, and sitemaps.
- Designed the site's information architecture.
- Specified a media center using tags to connect assets and posts.



Media center: content listing



Media center: overview

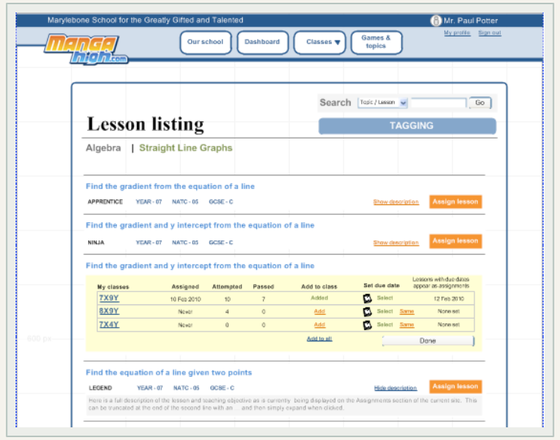
A structured content experience with purposeful links between related material.

MANGAHIGH

User Experience Architect · London

Game-based maths. Designed for teachers.

An early product experience for teaching and learning.



Teacher interface wireframe

The product needed to make game-based learning simple and useful within teachers' real work.

- Worked with the founder on features and priorities.
- Specified teacher and author workflows.
- Connected product concepts to iterative design and development.



Author interface wireframe

A launched early product developed through ongoing feature iteration.

MARTINI 150

UX architecture · Exposure · London

Design the experience behind the campaign.

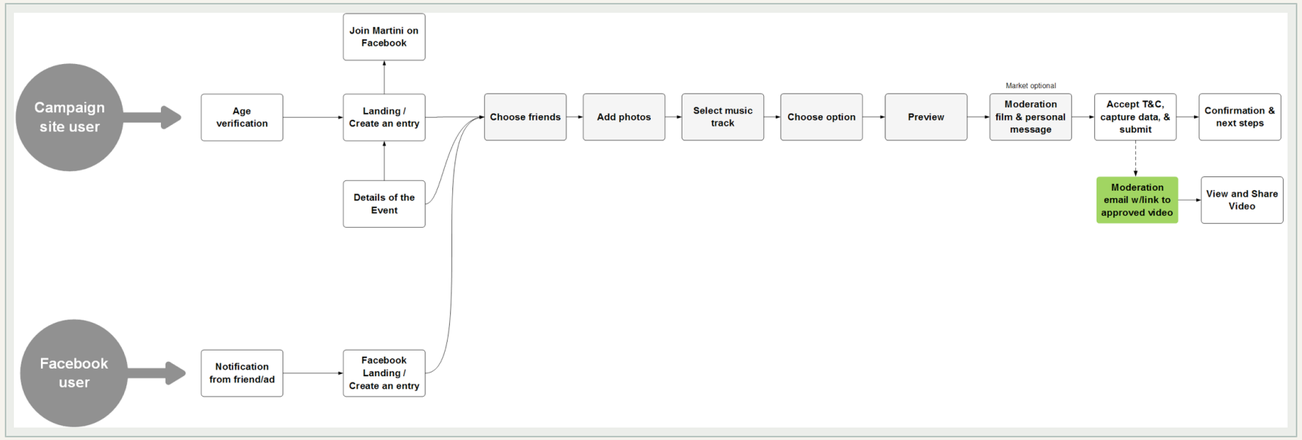
A social-photo film experience with supporting moderation tools.



Creative concept

The consumer journey and the operational workflow had to fit one campaign system.

- Captured requirements and user journeys.
- Designed entry flows and participant wireframes.
- Specified CMS, administration, and moderation interfaces.



Participant journey and moderation flow

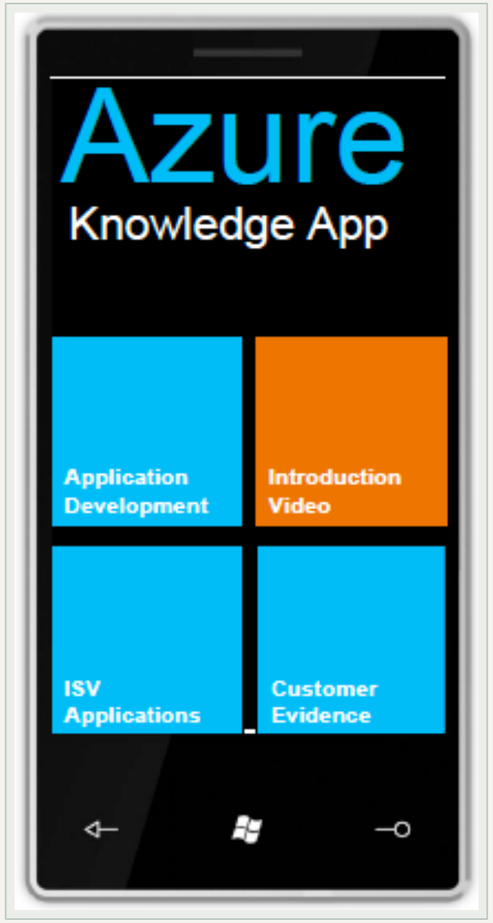
A defined consumer experience supported by operational tools.

Bring product content to a mobile platform.

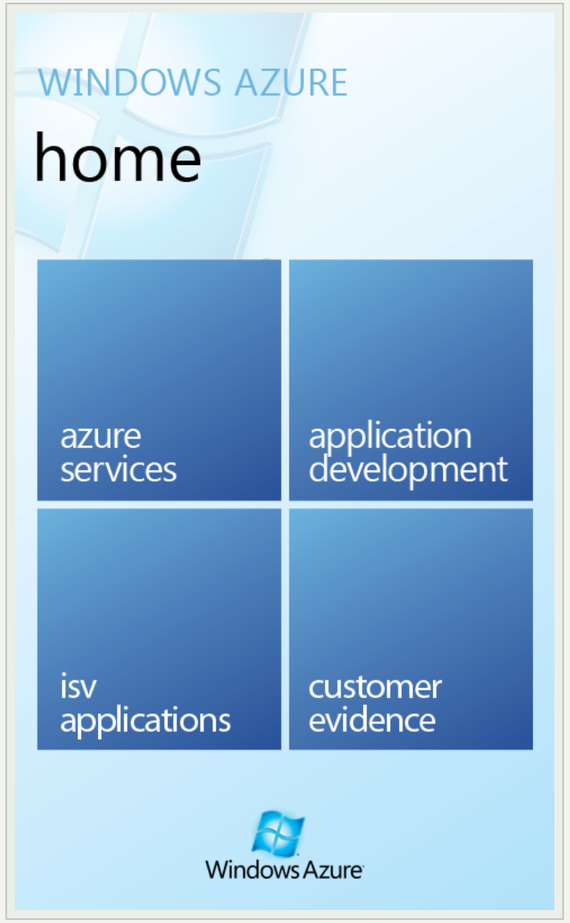
A mobile app and content-management model.

The experience needed to organize Azure content within the interaction patterns of Windows Phone.

- Created process flows, content maps, and wireframes.
- Designed home and panorama interactions.
- Specified a CMS and collaborated through release.



Early app visual concept



Windows Phone home design

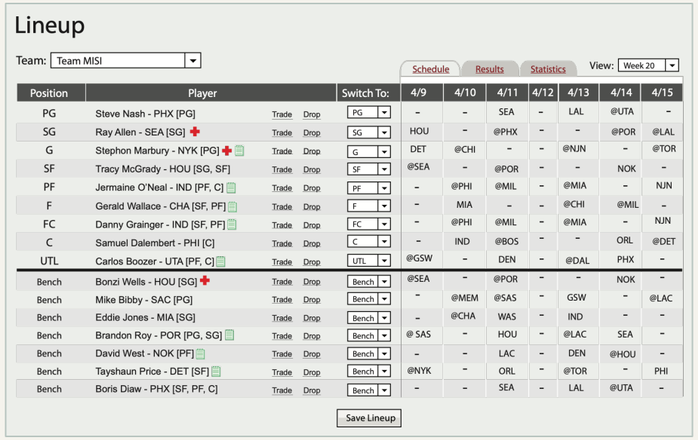
A mobile product-content experience delivered for the Windows Phone Marketplace.

NBA FANTASY

User Experience Strategist · New York

Make league setup easier to complete.

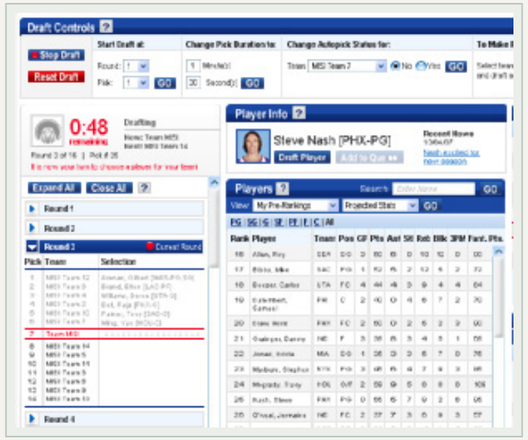
Research and interaction design for a complex setup journey.



Lineup interaction wireframe

League configuration required many decisions and a clearer path through them.

- Synthesized user research and task analysis.
- Designed a wizard-style setup experience.
- Developed dashboard and lineup wireframes.

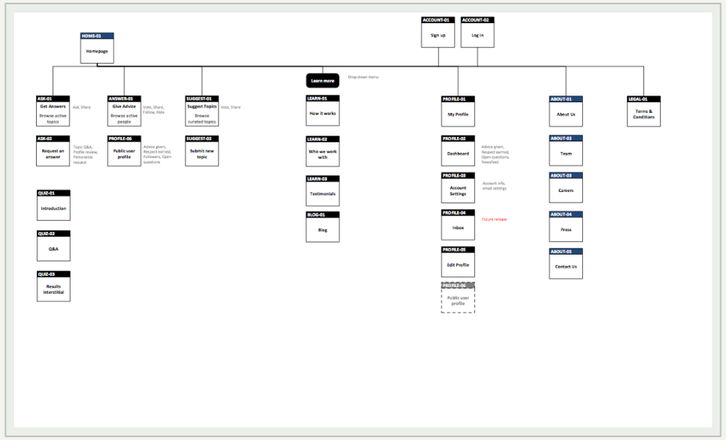


Draft interface artifact

A clearer sequence for the decisions involved in creating and running a league.

Test the product model before scaling it.

A proof of concept for social decision-making.



Site architecture

The concept needed to motivate participation while supporting a sustainable product model.

- Mapped the service and information architecture.
- Designed question listings and navigation states.
- Developed a proof-of-concept experience around decision journeys.



Question-listing wireframe

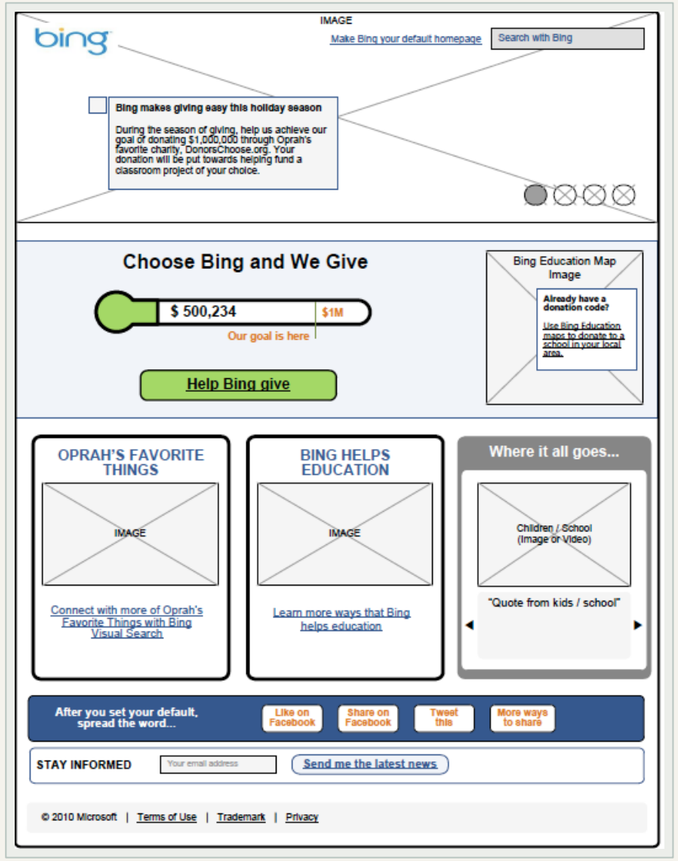
The proof of concept launched; funding to scale was not secured and the project was paused.

Coordinate a journey across organizations.

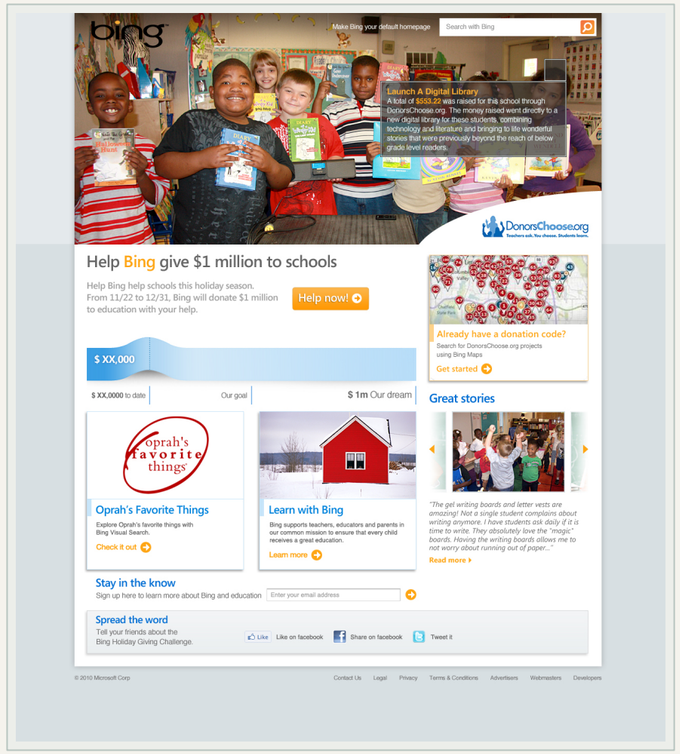
A multi-party holiday promotion.

The participant journey crossed Bing, Facebook, DiscoverBing, and DonorsChoose.

- Mapped the process across organizations and platforms.
- Created the sitemap and landing-page wireframes.
- Guided the experience through design and technical delivery.



Landing-page wireframe



Campaign design

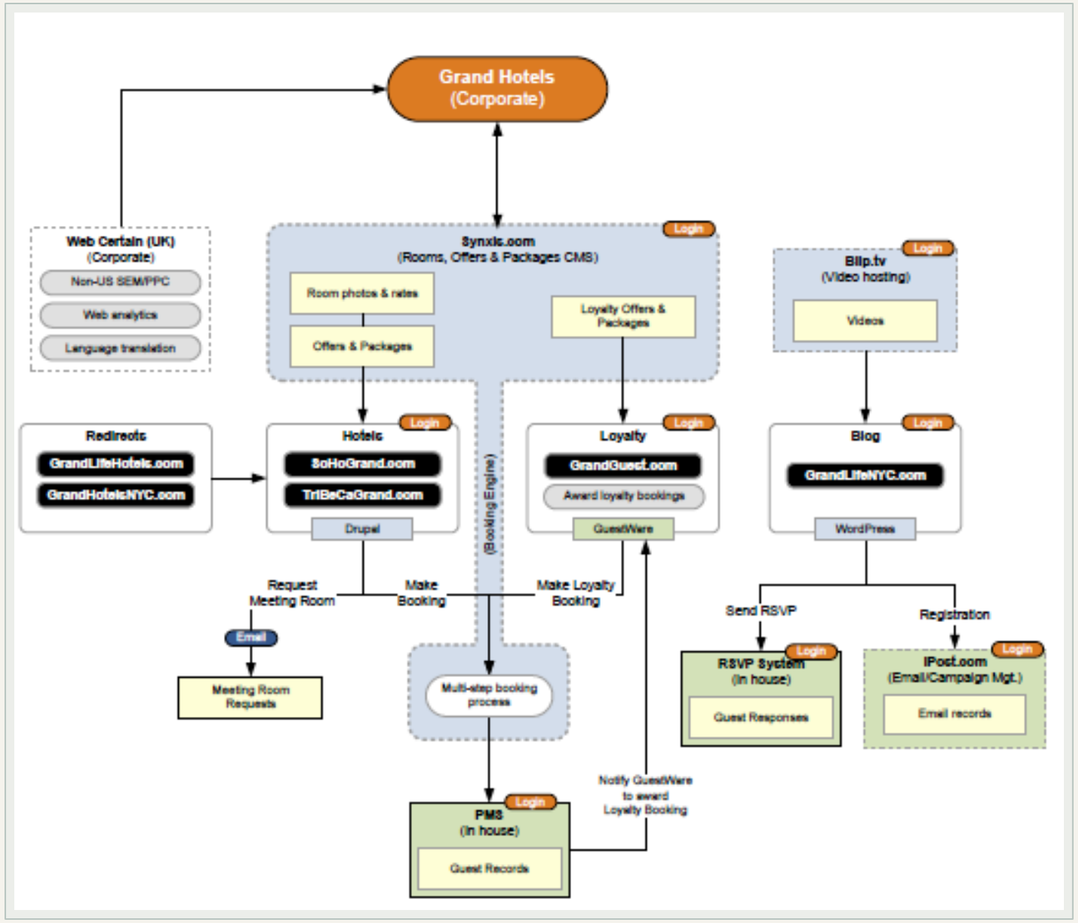
A connected campaign architecture across multiple partner systems.

Connect a family of hotel sites.

UX strategy, information architecture, and integration planning.

Related hotel sites and their supporting systems needed a shared architecture.

- Mapped the technical ecosystem.
- Defined UX principles and the information architecture.
- Created conceptual wireframes around integration points.



Technical and experience architecture

A common structural view connecting the sites and supporting systems.

Agent incentives: redesigning participation

A valued rewards program, held back by a difficult legacy experience.

Sole designer · Agent and admin experiences · 2018–2019

CONTEXT

Qualifying policy activity earned reward opportunities, but registration and aging technology made participation and support harder.

RESPONSIBILITY

I owned the agent and admin experience, working with product and business owners to connect reward rules, campaign administration, and the reveal interaction.

ADMIN

AGENT

Campaign & rules →

Configure campaign and reward rules

Qualify →

Policy activity earns opportunity

Participate →

Enter the campaign

Reveal

Experience the reward reveal

One design scope across business rules, administration, and agent interaction.

Fix the friction people work around.

The program was valued even when the process got in the way.

Findings from the project

ILLUSTRATIVE SUMMARY

01
Enter

Reduce registration friction

→

02
Qualify

Make campaign opt-in explicit

→

03
Attribute

Reduce manual code handling

→

04
Reward

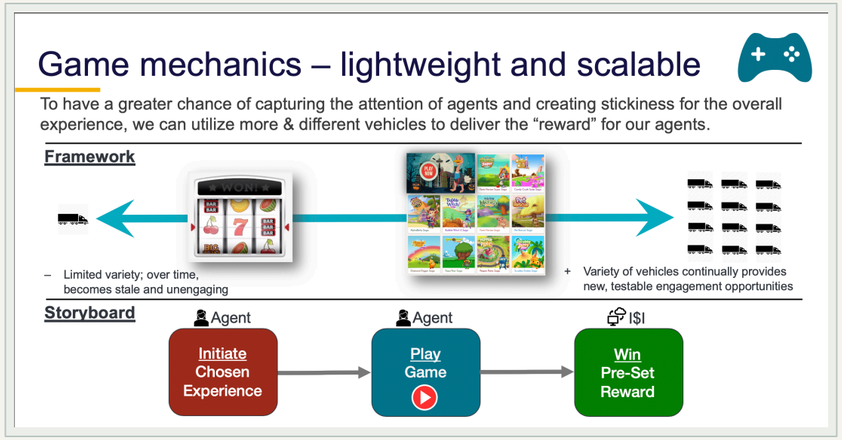
Build anticipation. Give clear feedback.

Three design priorities: easier entry, explicit campaign opt-in, and a better reward reveal.

Product design and interaction specification

Prototype a system that can vary.

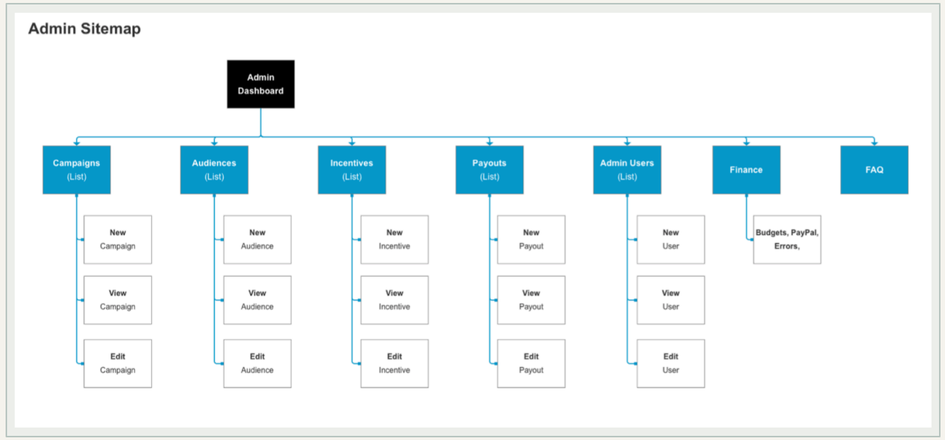
An experience framework that connects creative variation to operational control.



Rewards framework and storyboard

The rewards interaction needed to support changing campaigns while remaining lightweight to implement.

- Developed the rewards framework and experience landscape.
- Worked with product, business, and channel-engagement partners.
- Connected game concepts to administration and reporting needs.



Administration sitemap

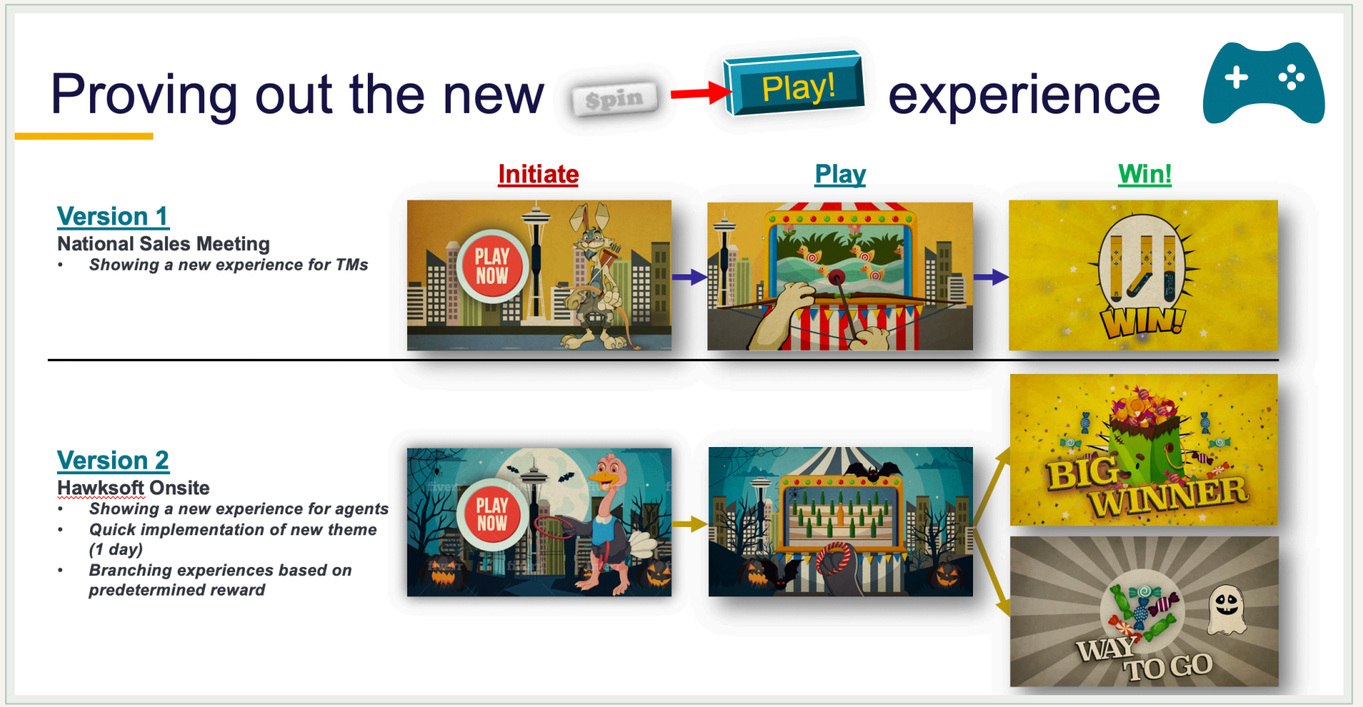
A scalable design approach for changing themes and reward experiences.

Make the next design decisions explicit.

A small set of changes with a clear purpose.

The redesign had to improve the experience without adding unnecessary implementation complexity.

- Streamline the registration path.
- Add explicit opt-in for each campaign.
- Prototype a more engaging reward-delivery interaction.



Prototype themes for reward delivery

A testable direction connecting participation, attribution, and reward feedback.

One reward framework. More ways to play.

Keep reward logic stable. Change the creative experience.

Experience architecture and interaction specification

DESIGNED FRAMEWORK

01

Shared engine

Campaign rules
Pre-set reward

02

Shared interaction

Initiate
Choose / play
Reveal

03

Variable presentation

Themes and backgrounds
Characters
Animations

Reusable interaction specification for GIF, MP4, and HTML5 creative assets.

New themes use the same interaction specification and underlying reward logic.

Where I can make a difference.

Senior individual contribution with the perspective to connect the whole system.

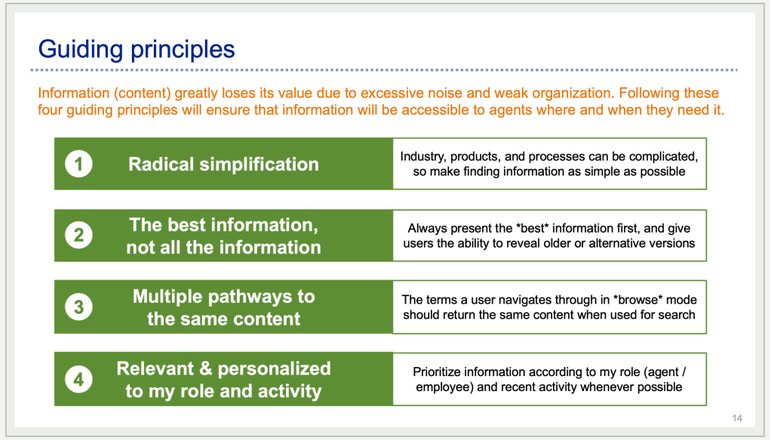
chadthebrand@gmail.com

Let content structure guide the experience.

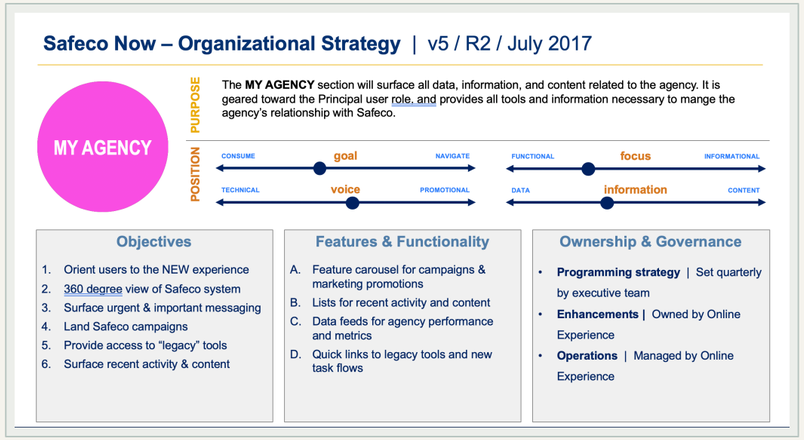
A deeper view of taxonomy, audience needs, and publishing models.

The portal needed shared principles that could outlast individual page designs.

- Organized content around audience and task needs.
- Defined reusable models and publishing structure.
- Connected governance and design decisions to the experience framework.



Guiding principles



Strategic content framework

A common basis for organizing, delivering, and maintaining agent content.

Keep the path from evidence to concept visible.

A deeper view of discovery, synthesis, ideation, and visualization.

Digital Experience Architect · Mobiquity

ILLUSTRATIVE SUMMARY

01

Discover

Organizational and customer context

→

02

Synthesize

Needs, jobs, and opportunity areas

03

Explore

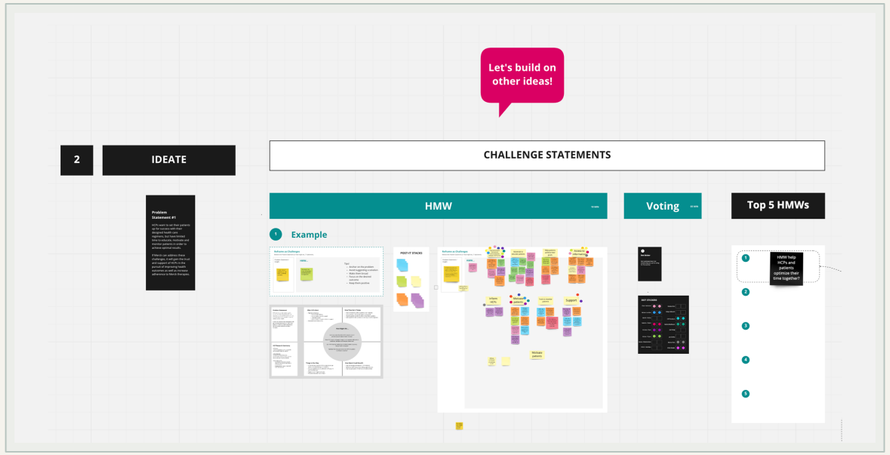
Workshop ideas and visual concepts

→

04

Validate

Prioritize the next experiment



Ideation and prioritization workshop

A shared sequence for turning learning into the next design experiment.