



# KIA KYANNE HORTON

Experience Design Leader | Human-Centered Technologist |  
Enterprise & eCommerce Transformation Strategist

Strategic design leader with 15+ years leading enterprise-scale UX and service design for eCommerce, AI, and digital transformation initiatives. Balances hands-on design craft with leadership, managing multidisciplinary teams delivering UX, UI, and service-design work across healthcare, finance, and retail sectors. Expert in translating business strategy into scalable design systems, journeys, and high-fidelity experiences that accelerate delivery and measurable impact.

## CORE CAPABILITIES

### EXPERIENCE STRATEGY VISION

Transforms complex business challenges into clear experience strategies that connect organizational goals with meaningful human outcomes.

### SERVICE DESIGN & SYSTEMS THINKING

Designs holistic ecosystems by mapping people, processes, and technology—revealing where design can create the most measurable impact.

### DESIGN LEADERSHIP & MENTORSHIP

Guides and uplifts multidisciplinary design teams through structured feedback, collaboration rituals, and a culture of continuous learning.

### ENTERPRISE UX & ECOMMERCE DESIGN

Builds scalable, component-driven experiences across enterprise and transactional platforms that balance usability with operational efficiency.

### HUMAN-CENTERED RESEARCH & INSIGHT TRANSLATION

Turns user research into actionable design direction—grounding innovation in real behaviors, needs, and motivations.

### DESIGN SYSTEMS & SCALABLE FRAMEWORKS

Establishes design languages and frameworks that improve delivery velocity, unify experience standards, and scale effortlessly across teams.

### CLIENT PARTNERSHIP & EXECUTIVE COMMUNICATION

Builds trusted relationships with senior stakeholders through narrative-driven storytelling that makes design's business value tangible.

## FEATURED PROJECTS

### Dow – AI-Enabled Product Launch Experience

Led a cross-functional team of designers, researchers, and developers to shape the vision for Dow's AI-driven R&D ecosystem. Facilitated global workshops with over a dozen stakeholders, defined user journeys, and developed experience blueprints that guided a multi-phase rollout and ongoing engagement.

### FHLBC – Service Design & Intranet Modernization

Managed a multidisciplinary design team of UX, visual, and content strategists to reimagine the Federal Home Loan Bank's intranet. Directed end-user research, design exploration, and taxonomy development, resulting in a scalable design system that informed future phases and earned strong client advocacy.

### UnitedHealth Group – AI Customer Support Assistant

Oversaw a distributed team of designers and engineers to design an AI-powered customer support assistant integrating tone and sentiment analysis. Partnered closely with business and technology leads to translate insights into an experience that improved employee support efficiency and engagement.

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Location: Chicago, IL  
Mobile: (312) 545-4527  
Email: [kia@kiahorton.com](mailto:kia@kiahorton.com)

## TECHNOLOGY & TOOLS

### ENTERPRISE PLATFORMS

- Microsoft SharePoint Online
- Microsoft Viva
- Dynamics 365 (CRM)
- Power Platform (Power Apps, Power Automate, Power BI)
- Microsoft Team
- Sitecore
- AEM
- Salesforce
- Drupal

### AI & EMERGING TECH

- OpenAI (ChatGPT, Copilot integration)
- Azure AI Services
- Cognitive Services
- Responsible AI design frameworks
- GenAI use case framing

### MOBILE/FRONT ENDS & DEV AWARENESS

(Guides dev strategy, not active coder)

- React
- Bootstrap
- HTML5
- CSS3
- JSON
- REST APIs

### STRATEGY & COLLABORATION

- MURAL
- Miro
- Visio
- Confluence
- JIRA
- Microsoft Teams
- Azure DevOps
- ServiceNow

### DESIGN & PROTOTYPING

- Figma
- Sketch
- Adobe XD
- Photoshop
- Illustrator
- Design Systems (custom + component-based)



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## EXPERIENCE

### FREELANCER, USER EXPERIENCE PRINCIPAL

Adobe, Seattle, WA, JUN 2025 – Present

Led the end-to-end user experience strategy for Adobe's Product Operations migration from Salesforce to Microsoft Dynamics 365. Partnered with business and engineering stakeholders to translate complex operational workflows into intuitive digital experiences. Defined the design vision, journey maps, and interaction models that streamlined data management and cross-team collaboration during the transition. Guided a distributed design and research team to ensure a consistent, human-centered approach across tools and touchpoints.

### MANAGER, USER EXPERIENCE

Avanade, Chicago, IL, JAN 2021 – APR 2025

Led strategy and delivery across GenAI, SharePoint, and Dynamics 365 solutions for Fortune 500 clients in healthcare, finance, retail, and HR.

- Owned end-to-end design lifecycle for enterprise applications in Dynamics 365, including discovery, wireframes, prototyping, and testing.
- Collaborated with product managers and engineering leads to ensure feasibility and design system alignment with Microsoft's Fluent UI.
- Partnered with research teams to integrate user insights into iterative design processes.
- Delivered scalable employee solutions using Power Platform and Dynamics CRM to unify tools across departments.
- Managed and mentored UX talent and launched internship roles to foster a more inclusive, design-driven culture.

### DIRECTOR, USER EXPERIENCE

FCB Chicago, Chicago, IL, JUN 2019 – MAR 2020

Led the comprehensive redesign of Cox Communications' public website and eCommerce platform, delivering a modern, scalable design system that elevated brand consistency, accessibility, and performance.

- Spearheaded the end-to-end UX strategy for a full overhaul of Cox's digital ecosystem, aligning cross-functional teams across design, development, and marketing.
- Defined the component-based AEM design system used across multiple business units, ensuring visual consistency and accelerating time-to-market for future updates.
- Partnered with internal stakeholders to translate business goals into intuitive digital experiences, driving improvements in customer engagement and online conversions.
- Conducted user research, stakeholder workshops, and usability testing to validate experience concepts and prioritize enhancements based on user needs.
- Mentored a team of UX architects and visual designers, cultivating a high-performance culture and ensuring design excellence at every stage of delivery.

## EDUCATION

### DEPAUL UNIVERSITY

Human-Computer Interaction,  
B.S. & M.S. Computer Science  
*Expected Graduation May 2027*

### PURDUE UNIVERSITY

Electrical Engineering

## CERTIFICATIONS

### LUMA INSTITUTE

Certified Human-Centered Design  
Facilitator  
APR 2025

### LUMA INSTITUTE

Certified Human-Centered Design  
Practitioner  
JAN 2024

### MICROISFT

Dynamics 365 Fundamentals (MB-910)  
MAY 2024  
Credential ID: 996339626

### LINUX FOUNDATION

Green Software Practitioner  
APR 2024

### SOCAIL TALENT

License to Hire Certified  
APR 2024  
Credential ID: 10338801



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## LEAD MANAGER, EXPERIENCE DESIGN

Rightpoint, Chicago, IL MAY 2014 – JUN 2019

Led UX initiatives across Microsoft platforms—including SharePoint, Dynamics 365, and Power Platform—for clients such as AbbVie, Astellas, HUB International, and Microsoft.

- Designed and delivered SharePoint intranets to enhance communication and content access.
- Led UX strategy for Dynamics 365 CRM implementations, reducing customization through OOTB alignment.
- Built Power Apps to replace manual workflows, improving data accuracy and efficiency.
- Developed component-based design systems aligned to Microsoft Fluent UI standards.

## ASSOCIATE DIRECTOR, EXPERIENCE DESIGN

DigitasLBi, Chicago, IL, 2012 – 2014

## SENIOR USER EXPERIENCE ARCHITECT CONSULTANT

Sears Holding Corporation Chicago, IL, 2011 – 2012