



KIA KYANNE HORTON

Lead Experience Design Strategist | Human-Centered Technologist | AI + Digital Transformation Leader

Human-centered strategist with over 15 years of experience applying emerging technologies to shape complex digital ecosystems. Recognized for leading transformation initiatives in Fortune 500 enterprises and public institutions through AI-driven experiences, SharePoint/D365 modernization, and scalable service design. Adept at aligning design with business goals, orchestrating cross-functional teams, and championing inclusive design frameworks that deliver measurable business impact.

STRATEGIC CAPABILITIES

HUMAN-CENTERED STRATEGY

Certified design thinker skilled in defining future-state experiences that align with enterprise goals and user needs.

EMERGING TECHNOLOGIES

Led GenAI-enabled platform initiatives for healthcare and financial clients, applying NLP, voice tone, and data-driven insights.

SERVICE DESIGN

Designed end-to-end service blueprints and personas for organizations like FHLBC and JPMC to streamline operations and define future-state vision.

DIGITAL TRANSFORMATION

Drove intranet modernization and application lifecycle transformation through SharePoint/D365 strategy (e.g., United Health Group, FHLBC, CooperSurgical, Harley Davidson).

AGILE PROJECT LEADERSHIP

Developed roadmaps, ran stakeholder workshops, and prioritized epics to enable business agility across global engagements.

EXECUTIVE FACILITATION

Regularly engage senior leaders with compelling narratives backed by research, data, and scalable design artifacts.

DATA & AI ETHICS

Apply accessibility, inclusive design, and green software principles to AI and enterprise-scale applications.

FEATURED PROJECT

DOW – AI-DRIVEN PRODUCT LAUNCH STRATEGY

Collaborated with global stakeholders to shape the go-to-market experience for Dow's AI-enhanced platform. Defined UX strategy, mapped service blueprint, and led co-creation workshops that aligned enterprise goals with user needs. Prioritized digital touchpoints and created a strategic roadmap to support multi-phase rollout.

FHLBC – SERVICE DESIGN + UX VISION

Facilitated 8+ end-user workshops and delivered proof-of-concept wireframes and a design system that shaped Phase 3 vision. Taxonomy and IA structure developed through collaborative testing and validated by stakeholders.

UnitedHealth Group – AI Customer Assistant

Designed AI-powered assistant for internal support calls, integrating tone analysis and behavioral data to recommend services and improve customer satisfaction.



Portfolio: www.kiahorton.com

Location: Chicago, IL

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Email: 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
- IBM WebSphere (legacy)
- Salesforce

AI & EMERGING TECH

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

FRONT-END FRAMEWORKS & 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

PRINCIPAL STRATEGIST – HUMAN CENTERED DESIGN

OAK Consulting, 2014 – Present

- Advised Fortune 500 clients on product and platform design, delivering user-driven insights for pharmaceuticals, healthcare, and HR solutions.
- Directed cross-functional teams in reimagining legacy systems into modular, cloud-based platforms.
- Led qualitative research and co-creation workshops to define scalable UX strategies and digital service architectures.
- Defined design systems for white-label HR tools and enterprise sales apps to ensure adoption and adaptability.

MANAGER, USER EXPERIENCE

Avanade, Chicago, IL, JAN 2021 – APR 2025

- Led UX strategy for GenAI, SharePoint, and Dynamics 365 solutions across legal, retail, and healthcare sectors.
- Orchestrated research-led roadmaps, stakeholder workshops, and lean delivery models to modernize intranets and enterprise platforms.
- Created scalable design systems and capability assessments used in winning multimillion-dollar RFPs.
- Partnered with internal teams and clients to reduce custom design by 60% through Microsoft-standard components.
- Defined experience direction for AI tools interpreting caller sentiment to personalize services in healthcare.

LEAD MANAGER, EXPERIENCE DESIGN

Rightpoint, Chicago, IL MAY 2014 – JUN 2019

Led cross-functional discovery and delivery for enterprise clients, focusing on mobile-first product development and platform strategy. Defined user journeys and digital roadmaps for clients including The Chamberlain Group, AbbVie, AON, BAI, and Smiths Medical. Aligned business goals with scalable design systems and guided agile teams through implementation.

OTHER EMPLOYERS

DIRECTOR, USER EXPERIENCE

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

ASSOCIATE DIRECTOR, EXPERIENCE DESIGN

DigitasLBi, Chicago, IL, 2012 – 2014

SENIOR USER EXPERIENCE ARCHITECT CONSULTANT

Sears Holding Corporation Chicago, IL, 2011 – 2012

BUSINESS ANALYST

CISION Chicago, IL, 2010 – 2011

SOLUTION ARCHITECT

WireStone Chicago, IL, 2007– 2010

APPLICATION DEVELOPER III

J.P. Morgan Chase, Chicago, IL, 2005-2007

EDUCATION

DEPAUL UNIVERSITY

Human-Computer Interaction,
Computer Science
2007

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

LINUX FOUNDATION

Green Software Practitioner
APR 2024

SOCAIL TALENT

License to Hire Certified
APR 2024