

CHRIS CARTER

VP Technical Product Owner, AI — JPMorgan Chase

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SUMMARY

Product and design leader with 17 years across banking, AI, and consumer platforms. Currently VP Technical Product Owner, AI at JPMorgan Chase, where I built and lead the design function for Machine Learning Intelligence in Operations (MLIO) and set roadmap and strategy across Voice, ML, Fulfillment, and Archive Services. Previously Lead Product Designer - AI at Microsoft, where I launched 3 AI-powered products, and design lead for The Home Depot's Pro Xtra loyalty relaunch (2.4M active users). My specialty is AI products people can trust: agentic workflows, voice interfaces, and the design systems that let teams ship them coherently.

EXPERIENCE

VP Technical Product Owner, AI — JPMorgan Chase & Co. | Apr 2023 – Present | Austin, TX

- Built and led the design function for Machine Learning Intelligence in Operations (MLIO): hired and managed a multi-disciplinary design team at 88% employee satisfaction; set roadmap and strategy across Voice, ML, Fulfillment, and Archive Services.
- Set the design vision across a multi-product portfolio: shipped a future-state agentic AI prototype to leadership that secured executive approval and drove adoption (90% milestone completion); delivered 4 customer-tested prototypes.
- Scaled design systems and review practices: created design guidelines for the ecosystem team, broke the EV monolith into 7 micro front ends with componentized design architecture, and established design-system standards with AI parity.
- Delivered a 92% usability score on NLU Phase 2 IVR systems and cut operational costs 15% through call-routing optimization and reduced agent escalations.
- Led LLM and AI adoption across design and engineering — cutting peer review time 75% and accelerating new code development 25–30%.
- Coordinated delivery across 8+ stakeholders and 4+ teams simultaneously on modernization initiatives, including the TRIPS Rewrite Discovery and DCE Shared Drives decommission.

Lead Product Designer – Artificial Intelligence — Microsoft | Jan 2022 – Feb 2023 | Austin, TX

- Launched 3 AI-powered products as Lead Product Designer – AI, driving 20% engagement and 25% satisfaction gains.
- Designed voice assistants and chatbots through iterative prototyping and user testing: 50% satisfaction improvement and 70% reduction in support inquiries.
- Designed interfaces for real-time object detection (YOLOv8, Detectron2) and mission-critical systems for the U.S. Army and U.S. Navy under NDA.
- Mentored junior and senior designers, building a culture of learning and collaboration across the AI design team.

Director, Product and User Experience — Forevory | Jan 2021 – Jan 2022 | New York, NY (Remote)

- Led researchers and UX designers on the #1 online memorial platform: 25% satisfaction increase, 23% engagement increase, 12% churn reduction.
- Delivered 15% revenue growth and 30% team productivity gains through a data-driven product roadmap.
- Owned product strategy end to end — research, roadmap, and interface design — aligning the platform with its mission and measurable user value.

Sr. → Staff UX Designer, Enterprise UX — The Home Depot | Dec 2018 – Jan 2021 | Austin, TX

- Defined the UX vision and information architecture for the Pro Xtra loyalty program relaunch — 2.4M active users, \$20B in platform sales, \$100M in incremental sales in 2019.
- Presented the luxury Kitchen and Bath remodel relaunch to CEO Ted Decker; partnered with 30+ engineers and integrated 15+ enterprise systems while retiring the legacy platform.
- Secured \$11K in UX research funding and interviewed 50+ Pro customers, grounding the loyalty vision in field evidence.
- Designed the THD Workforce mobile app for 400,000+ associates across the US and Canada.

Lead UX Designer — Audi AG (Silvercar) | Jul 2018 – Nov 2018 | Austin, TX

- Led UX design for Audi Select, a luxury vehicle subscription pilot in Dallas-Fort Worth: 10% subscriber satisfaction increase and national press from CNET, The Verge, Forbes, and Engadget.
- Designed the end-to-end subscription experience — vehicle selection, swaps, delivery, insurance, maintenance — plus service blueprints for operations.

Selected Roles — Earlier Career — | 2013 – 2018

- GiftCards.com (2013–2016) — Sole UX/UI designer; launched 4 mobile apps; one of 100 people who helped sell the company to Black Hawk Network for \$120–128M.
- SubCentral (2016–2017) — Sr. Product Designer; design direction and pitch materials helped secure \$150K seed funding; clients included Tesla and Duolingo.

SKILLS

AI Product Leadership: Agentic AI, LLM Workflows, AI Trust & Safety, NLU/IVR Voice Systems

Product & Design Strategy: Roadmaps, Multi-Surface Platforms, Design Systems at Scale

Team Leadership: Hiring & Coaching Designers and PMs, Cross-Functional Delivery, Executive Stakeholders

Domain Depth: Banking Operations, Fintech, Consumer Platforms, Enterprise UX

EDUCATION

Pittsburgh Technical College — Associate's, Web Design and Interactive Development | IDEO — Designing Strategy (2021) | AJ&Smart — Design Sprint Masterclass (2018) | IxDF — Interaction Design Foundation, Member (2020–Present)

LEADERSHIP

Friends of Figma – Austin, Chapter Lead; Interaction Design Foundation (IxDF) mentor (2020–Present); 3 industry speaking engagements.