

CHAD ROLINSKI

DESIGN LEADERSHIP

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Design & Experience Leader with 20+ years of experience and 8 years building and scaling high-impact, multi-disciplinary UX teams in consumer and enterprise. Track record of growing teams and delivering impactful products across various stages, including 0-to-1 initiatives. Deep expertise in research-driven strategy, product strategy, and design operations. Known for developing design talent, elevating team standards, and earning trust as a strategic partner across product and engineering.

WEBSITE

www.chad-rolinski.com

CORE COMPETENCIES

Leadership & Strategy: Team Management, Mentorship & Coaching, Stakeholder Alignment, Roadmap Planning, Cross-functional Collaboration, Product Strategy, Design Thinking, 0-to-1 Product Development

UX Practice & Systems: Research, Interaction Design, Visual Design, Design Operations, Rapid Prototyping, Usability Testing, Design Systems

Domains: Consumer, Gaming Platforms, Enterprise SaaS, Cloud Infrastructure (AWS), eCommerce, Mobile (iOS/Android), In-Vehicle, B2B & B2C

AI & Tools: Figma, JIRA, Agile/Scrum, Claude Code, Kiro (AWS), ChatGPT/GPT-4o, Cursor, Gemini

EXPERIENCE

Amazon (AWS)

AUG 2022 - PRESENT

PRODUCT DESIGN MANAGER

- Grew UX team ownership from 3 to 8 mission-critical AWS services spanning Load Balancing, Application Networking, API Management, Domain Name Services, Resilience, Compute, Messaging, and Game Tech through high quality team delivery and organizational trust.
- Scaled UX org portfolio coverage 3x (12 to 34+ services) without headcount growth (18 designers) by implementing tiered UX support models, prioritization frameworks, and AI workflows that reclaimed 40% of per-designer hours for higher-value strategic work.
- Boosted team efficiency 30% by redesigning UX support models, introducing autonomous engineering release gates for low-risk features, and implementing an early stakeholder alignment mechanism that reduced scope churn and design rework.
- Established design review culture that brought PMs into UX feedback loops for the first time, ensuring business context shaped design decisions and improving feature quality and stakeholder alignment.
- Developed and advanced design talent, promoting 2 team members and coaching 3 into leadership roles.

Sony PlayStation (SIE)

AUG 2015 - JUL 2022

SENIOR PRODUCT DESIGN MANAGER

- Led a team of 8 designers across 30+ internal tools and applications enabling Game Developers and Publishers to manage, operationalize, and market content on PlayStation stores and device experiences.

- Grew the design org from 8 to 20+ designers globally by building the business case, securing leadership confidence, and implementing a new operational model integrating UX Writing and Research.
- Led the turnaround and strategic repositioning of PlayStation's internal design collaboration tool, shifting focus to designer-centric workflows, balancing roadmap priorities across product, engineering, and design, and ensuring its critical role in the PS5 launch.
- Led 0-to-1 UX design for the PC version of PlayStation Now cloud gaming, delivering a full cross-platform redesign that expanded the service beyond console; also led interaction design and user research for the Console experience.
- Led 0-to-1 UX for PS5 Game Base social experience including voice chat, messaging, screen sharing, and Share Play, defining the social layer of the PlayStation 5 platform at launch.
- Defined the design system collaboration model working closely with product, design, and engineering leadership to increase engagement, governance, and distributed contribution.
- Reduced team overhead by 20% and improved work/life balance for a team previously working 60+ hours per week, while increasing quality of output.
- 3-level promotion: Sr. Designer to Lead Designer to Product Design Manager to Sr. Design Manager.

Lowe's Companies Incorporated

JUN 2012 - JUL 2015

USER EXPERIENCE ARCHITECT

- Led user experience design for Lowe's next-generation responsive eCommerce website, helping to lead the conversion of the entire site to Adobe Web Experience Manager components while driving new interaction paradigms.
- Stood up the experimentation process from scratch in partnership with PM, Engineering, and Design, unblocking a previously stalled effort and establishing a continuous improvement model with bi-weekly org demos across to showcase learnings and optimizations.
- Aligned cross-functional teams to translate customer feedback, research, and business intelligence into executable, data-driven design decisions.
- Increased product discoverability by driving new customer interaction models for site navigation, category, and list pages on web and mobile.

Consultant: HTC, AT&T, Intel, ooVoo, Qualcomm

MAR 2010 - JUN 2012

SENIOR PRODUCT DESIGNER AND RESEARCHER

Designed and led user experience for mobile applications and web platforms, including:

- AT&T's mobile video player and family life/communication apps (Android)
- HTC's cable box and mobile experience (multi-national television product)
- ooVoo's web-based video chat platform (formerly desktop)
- Qualcomm's innovative trucking operations web application

Qualcomm, Incorporated

AUG 2005 - OCT 2009

SENIOR HUMAN FACTORS ENGINEER

- Led user research and design for the in-vehicle driver experience, focusing on B2B user needs for safety, navigation, and workflow applications.
- Created interaction design for mobile in-vehicle devices covering design areas related to In-Vehicle Safety Design, Touch Screen Interaction, Text to Speech Voice UI, Messaging, Navigation, and Workflow Applications.

- Led user experience from research to design of a commercial navigation application with the product team and third party partnerships.
- Conducted observational research using the contextual design methodology to define workflow, user needs, and to identify value propositions for new product offerings.
- Developed a new product vision based on research and received senior leadership sponsorship to support product development of a vehicle maintenance/call center product.
- Worked in Research and Development conducting user research and creating next-generation product concepts.
- Conducted ethnographic research with the truck driver community (including ride-alongs) to gain design empathy, understand user needs and identify usability improvements for devices and applications.

Kyocera Wireless Corporation

JUL 2004 - JUL 2005

HUMAN FACTORS ENGINEER

- Led user interface design for mobile features including Bluetooth, Games, Web Browser, Tools (ex: Calendar, Alarm Clock, Calculator, and Flashlight), Media Gallery, Settings, and E911.
- Worked with 15+ carriers (including Verizon, US Cellular, and Alltel) translate carrier requirements into customized user interface design solutions.
- Collaborated with a variety of teams (software and systems engineering, project management, marketing, graphic design, and product test) to define user interface specifications with emphasizing cross-functionality between OS applications.

EDUCATION

DePaul University

AUG 2002 - JUN 2004

MASTER'S IN HUMAN-COMPUTER INTERACTION

Purdue University

AUG 1998 - JUN 2002

BACHELOR'S IN MANAGEMENT

PATENTS

Connecting a player to expert help in real-time during game play of a gaming application

Method and apparatus for providing navigation support for private premises

AWARDS

First Prize 2021 Hackathon - Sony Interactive Entertainment

Honorable Mention 2019 Hackathon - Sony Interactive Entertainment