

# CHAD ROLINSKI

## USER EXPERIENCE LEADER

[chadrolinski@gmail.com](mailto:chadrolinski@gmail.com) — (858) 309-2298 — Trabuco Canyon, CA

Empathetic, business-strategy minded user experience leader with 20 years of experience delivering innovative products and elevating teams to their highest potential. Track record of solving complex challenges by articulating a clear vision, being hands-on when needed, and empowering team members to execute.

### WEBSITE

[www.chad-rolinski.com](http://www.chad-rolinski.com) / pw: oceanblue#5

### EXPERIENCE

#### Amazon (AWS)

AUG 2022 - PRESENT

#### DESIGN MANAGER

- Scaled UX org portfolio 3x (12 → 34+ services) with no 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.
- Drove 30% efficiency gains 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.
- Led UX redesign that drove an 80% reduction in support tickets for a top customer issue, and spearheaded the Network Visualizer — a cross-functional initiative that became one of the team's most impactful features.
- 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.
- Grew portfolio ownership from 3 to 8 mission-critical AWS services spanning Load Balancing, Application Networking, API Management, Domain Name Services, Resilience, and Compute through high quality team delivery and organizational trust.
- Developed and advanced design talent, promoting two team members and coaching three into leadership roles.

#### Sony PlayStation (SIE)

AUG 2015 - JUL 2022

#### SENIOR PRODUCT DESIGN MANAGER

- Lead the global Partner Platform UX Team dedicated to creating applications (20+) and experiences that enable Game Developer and Publishers the ability to manage, operationalize, and market all content on PlayStation stores and device experiences.
- Established business confidence to grow the team from 5 to 20+ designers globally, including implementing a new operational model with UX Writing and Research.

- Led strategy and design for PlayStation's internal product collaboration tool (akin to InVision + copy support) critical to the launch of PS5 and all PlayStation products.
- Defined design system collaboration model working closely with product, design, and engineering leadership with the goals of increasing engagement, governance, and distributed contribution.
- Improved work/life balance of team members (were working 60+ hrs/wk) by reducing their overhead by 20%, while increasing quality of output.
- Conducted design ops organization research/analysis for improvement and executed on change via leveling up team members to succeed in previously stalled initiatives.
- Led design for PS5 Game Base social experience (voice chat, messaging, screen sharing, etc).
- Led interaction design and overall user experience process (including prototyping and user research) for PlayStation Now streaming gaming service on Console and PC.
- Promoted from Sr. Designer > Lead Designer > Product Design Manager > Sr Product 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.
- Led improvements to the experimentation process by collaborating with business intelligence, product management, development, and user experience teams.
- Collaborated across the organization on projects to make sure business, customer, and strategic goals were met.
- Provided strategies to shape projects into executable pieces that moved quickly through the development process with measurable impact.
- Translated customer feedback, user research, and business intelligence data into actionable design decisions.

## **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**