

Kevin Chinbuah

AI Design Leader | UX/UI | Systems & AI-Enabled Experiences

Creative leader with 8+ years of experience driving enterprise-level impact through product design and strategy. I specialize in bringing clarity to ambiguity, mentoring high-performing teams, and partnering with stakeholders to deliver measurable business outcomes. My work focuses on balancing innovation with practical implementation, including integrating Agentic AI into product ecosystems. Currently building AI-powered solutions at Lazer Technologies, I help bridge the gap between AI developers and businesses looking to integrate technology that enhances rather than disrupts high-performing teams.

kevinchinbuah@gmail.com +1 647-648-8170 [linkedin.com/in/kevinchinbuah](https://www.linkedin.com/in/kevinchinbuah) [kevinchinbuah.com](https://www.kevinchinbuah.com)

Experience

AI Product Design Lead • Lazer Technologies November 2025 - Present

WOOT

- Overhauling the cart and checkout system at Woot by integrating disparate purchasing processes into a unified and adaptable interface. Setting up consistent user experience guidelines and reusable interaction models to enhance uniformity and streamline popular transaction paths. Collaborating closely with Product and Engineering teams to strike a balance between swift implementation and the overall robustness of the system.

Canadian Tire

- Led the end-to-end UX design and strategy for an AI-driven packaging workflow platform at Canadian Tire, transforming a fragmented, multi-stakeholder process into a streamlined enterprise vendor portal. By delivering comprehensive product requirements and a data-backed business case, this engagement effectively aligned cross-functional teams to target a 40% reduction in production cycle times and over \$1M in five-year net value.

Experience Design Lead • Publicis Sapient March 2020 - April 2025

Led multidisciplinary design pods across enterprise engagements. Managing and mentoring designers while partnering with product, technology, and executive stakeholders to deliver strategic, complex transformation initiatives from inception to launch.

UPS

- Directed UX strategy for a global B2B logistics platform, reducing booking time by 40% and improving conversion.
- Coached a junior designer, strengthening their problem-framing skills and ensuring alignment to measurable business outcomes.

ABC Supply

- Led and developed a pod of UX and visual designers delivering a scalable B2B platform experience aligned to revenue goals.
- Instituted structured critique and design-quality standards, elevating output consistency and compliance with system guideline.

The Fresh Market

- Led end-to-end design of a mobile-first commerce platform to reclaim direct customer relationships during COVID-19 and reach a younger, mobile-native audience.
- Translated the brand's high-touch hospitality model into a scalable digital experience, integrating AI-driven personalization to improve product discovery and retention..
- Partnered with executive stakeholders to define a long-term digital roadmap and UX framework aligned to growth, feasibility, and platform scalability

Intermediate Experience Designer • Rangle.io May 2018 - Jan 2020

Roche Pharmaceuticals

- Designed a proof-of-concept mobile app for real-time glucose and nutrition tracking; the behavior-driven UX helped users make informed lifestyle decisions and gave Roche the confidence to validate and expand diabetes-management solutions into two new markets.

Genworth

- Co-redesigned the mortgage-insurance application for Canada's largest private mortgage issuer, designing a dashboard experience that improved agent efficiency and accuracy within a highly regulated, privacy-sensitive environment

Education Sept 2014 - Apr 2018

Sheridan College - Bachelor of Interaction Design (Honours) • GPA: 3.81

Certificates

Web Accessibility (WAI0.1x) edX • 2020	UX/UI for Gaming ELVTR • 2020	Emotional Design Psychology Behavioral Design Academy • 2019	Creative Problem Solving Buffalo State • 2018
---	----------------------------------	---	--

Awards

- Silver Marketing Award Community - Building Campaign • International Photography Award - Certificate of Accomplishment

Leadership & Community

- Education Outreach - Shared career journey with 800+ students in partnership with the Toronto School Board (2022) to raise awareness of industry opportunities and pathways into design.
- Learning Content & Creative Lead - Led the website and mobile-app team and directed online-stream production for Stone Church, creating 3D Blender animations that visually reinforced the topics being taught.
- Advocacy & Inclusion - Served as HUE brand design lead, a business resource group supporting people of colour at Publicis Sapient, driving cultural change and showcasing diverse ideas and contributions.