

Chris Durgin

Human-Centered Product Strategist

Designing for People, Systems & Emerging Technologies

Professional Summary

Human-Centered Product Strategist with 8+ years leading UX innovation across industries—from utilities and logistics to AI-powered enterprise platforms. I specialize in identifying the right problems, aligning teams around human-centered solutions, and driving product success through research, systems thinking, and participatory design. I bring a human factors lens to complex systems, advocate for inclusive and ethical design, and coach cross-functional teams in applying HCD methods. Constantly experimenting with emerging tech like generative AI to enhance user experience and business impact.

Skills

Human-Centered Design & Research

- User Research
- UX Strategy
- Service Design
- Design Thinking
- Behavioral Design
- Human Systems Engineering
- Journey Mapping
- Participatory Design
- Usability Testing
- Cognitive Load Analysis

Product Design & Technology

- UX/UI Design
- Figma
- Adobe XD
- Interaction Design
- Information Architecture
- Rapid Prototyping
- Design Ops
- Agile/Scrum
- Front-End Collaboration
- AI Prompt Engineering

Experience

Senior Product Designer II – UX & Human Factors

Jul 2024 – Present

Neudesic, an IBM Company

Lead discovery and product strategy across enterprise and industrial domains, specializing in complex systems for utilities, logistics, and AI-powered tools.

- Drove strategic alignment with research-backed insights that shaped platform direction
- Integrated human factors and HCI into system workflows, reducing user error and cognitive load
- Mentored product teams in participatory design and HCD methods, scaling design maturity
- Advocated for ethical AI and designed explainable systems that improved trust and usability

Previous Roles: Associate Product Designer → Senior Product Designer I

Nov 2020 – Jul 2024

Neudesic

Lead discovery and product strategy across enterprise and industrial domains, specializing in complex systems for utilities, logistics, and AI-powered tools.

- Facilitated research sprints and usability studies to improve product direction
- Embedded with logistics teams to improve field usability and reduce tech friction
- Created data-informed personas and service blueprints for high-impact redesigns
- Collaborated with engineers to deliver accessible, responsive interfaces

Education

M.S. User Experience & Human Systems Engineering	2020
Arizona State University – Ira A. Fulton Schools of Engineering	
B.S. Technical Communication & User Experience	2018
Arizona State University – Summa Cum Laude	
A.A. Concentration in CIS & Digital Design	2017
Mesa Community College	
CCL Certificate in Digital Design	2017
Mesa Community College	
A.A.S. Visual Communications & Design	2012
ITT Technical Institute	

Certifications & Awards

Certifications	Awards
<ul style="list-style-type: none">• IBM Enterprise Design Thinking: Co-Creator, Practitioner, Team Essentials for AI• IBM Garage Foundation & Essentials · IBM Agile Explorer• IRB CITI Program – Social & Behavioral Research (Recertified 2025)• Lean UX & Product Discovery for Agile Teams (2022)	<ul style="list-style-type: none">• Most Outstanding UX Graduate, ASU Fulton Schools (2020)• Top Gun Award, Neudesic (2024)• Customer Experience Award, Neudesic (2023)

Projects (Most Recent)

Mill Operations Forms Digital Transformation Replaced paper forms with a digital platform for Freeport McMoRan. Led research and design to ensure adoption, improving reporting speed and visibility.	Metallurgical Accounting Web App Redesigned legacy workflows that were slow and error-prone for Freeport McMoRan. Redesigned entry flow with user testing, boosting speed, accuracy, and satisfaction.
FinWIP Accounting System Modernization Transformed Excel-based process that caused bottlenecks for Freeport McMoRan. Created a guided review workspace, improving transparency and cross-team flow.	Mobile Throughput Tracking Streamlined manual data entry that slowed insights for Freeport McMoRan. Designed a tablet-first input tool that cut errors and enabled real-time tracking.

Career Highlights

- 8+ years of cross-industry UX leadership (utilities, logistics, AI, gaming)
 - Coached 15+ teams in HCD methods and systems thinking
- Delivered 10+ enterprise tools with measurable improvements in productivity
 - Led digital transformations for multi-site operations