

AMAURY BRITO

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AREAS OF EXPERTISE

- AI-Assisted Design Workflows
- End-to-End Product Design
- Complex Systems & Workflow Design
- Human-Centered Design & Decision-Support Systems
- Design Strategy & Product Thinking
- User Research
- Qualitative & Quantitative Analysis
- Service Blueprinting & Journey Mapping
- Interaction Design & Prototyping
- Cross-Functional Leadership & Stakeholder Alignment
- Data-Informed Design & Problem Framing
- Enterprise & Operational Tooling Design
- Mentoring, Coaching & Design Collaboration

PROFESSIONAL EXPERIENCE

Kohl's, Remote PRODUCT DESIGNER

2020 to Present

Lead full lifecycle design of complex systems and applications, driving end-to-end product experiences across enterprise platforms. Partner cross-functionally with product, engineering, and business stakeholders to deliver scalable, high-impact solutions. Facilitate user research, shape design strategy, and mentor junior designers while aligning teams around clear product direction.

- **Payment Order Modernization (KART):** Led end-to-end design of a system-guided transaction health and resolution experience, transforming a fragmented, manual reconciliation workflow into a structured decision-support model. Leveraged AI-assisted design workflows to accelerate concept generation, iteration, and stakeholder alignment—translating complex system relationships into testable prototypes faster. Introduced anomaly detection, prioritization, and controlled resolution workflows, reducing cognitive load and improving operational efficiency across a system handling 3,800+ monthly corrections.
- **WISMO:** Reduced customer friction by 70% and lowered servicing expenses to an average of \$222K in the first 4 weeks (approx. \$9.5M total impact) by improving tracking workflows and system clarity.
- **Store Payroll Management (SPM) System:** Led the design effort for a new payroll management platform, replacing costly legacy systems and saving \$2.5 million annually. Conducted user research, improved accessibility, and streamlined workflows for store and corporate teams.
- **CoBranded Rewards Activity Page for Kohl's and Capital One:** Designed a transparent, user-friendly rewards experience, increasing engagement, improving usability, and contributing to a \$77M annual business impact.

Oil States, Inc. & Enerflex LTD, Houston, TX DESIGNER – PHYSICAL PRODUCT MODELS

2013 to 2020

Led the design and development of complex product systems in the oil and gas industry, ensuring high-quality outcomes through testing, debugging, and continuous optimization. Collaborated with cross-functional teams to gather requirements, improve workflows, and establish design standards that enhanced performance and reduced operational risk.

- Reduced installation and shipping time from 2 months to an average of 20 days.
- Increased product quality by reducing shop floor errors by 80% through design standardization.
- Improved operational efficiency by 90% through redesigned workflows and system improvements.

Additional Experience

Chemical, Biological & Nuclear Specialist, United States Army

Operated in high-stakes, mission-critical environments requiring precision, discipline, and coordination. Developed strong systems thinking and decision-making under pressure.

EDUCATION & CERTIFICATIONS

Western Governors University (WGU) – B.S. Business (UX Design) *(In Progress)*

- **66% Completed**
- **Focus:** UX strategy, business decision-making, and complex problem solving

A.A.S., Computer Drafting & Design, ITT Technical Institute, Houston, TX

UX Design Immersive Certificate, General Assembly, Remote

Business Power Skills Certificate, Western Governors University

Design Foundations Certificate, Western Governors University

UX Design Immersive Certificate, General Assembly