

CHRISTOPHER SHO BEARD

CX STRATEGIST AND EXPERIENCE RESEARCHER

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Summary of Experience

Christopher Beard is a Lead Associate with Secret clearance from the Department of Defense and is certified as an AI Consultant Expert. Specializing in design research, user experience (UX) and customer experience (CX) strategy, and data collection development, Chris focuses on understanding complex services, systems, and identifying opportunities for modernization and efficiency improvements. With the rise of AI, Chris has been dedicated to exploring how to leverage AI to enhance overall effectiveness and streamline processes.

Education

Savannah College of Art and Design

- M.A. Design for Sustainability
- M.A. Industrial Design

Florida State University

- B.S. in Studio Art

SKILLS/TOOLS and Expertise

Design: Design Thinking, Strategic Design, UX and Design Research, Ideation, Strategic Forecasting, Experience Design, AI Strategy

Research and Analysis: Journey Mapping, Insight Translation, Ethnographic Research, Qualitative and Quantitatively Analysis, Data Collection, Service Blueprint

Prototyping and Mockups: Wireframing, Physical prototyping, 3D printing, CAD, Rapid Prototyping, Product/Interaction/Service mockups, Usability Testing

Visual and Communication: Visual Storytelling, Workshop Design & Facilitation, Graphic Recording, Photo & Video Editing, Content Creation, Illustrations

Management: Project Management, Proposal Writing, Project Scoping, Client Engagement & Management, Timeline Management, Mentorship

Programs: Figma, Sketch, InVision, Solidworks, Rhino, Keyshot, Microsoft Office Suite, Illustrator, Photoshop, InDesign, XD, Medallia, Microsoft Dynamics, and MS Power Virtual Agent.

EMPLOYMENT HISTORY

Booz Allen Hamilton, Design and UX Strategist, Lead Associate. 06/2019 – Present

Through extensive ethnographic research, user interviews, and design thinking, Chris identifies the unmet needs within complex systems and leverages these findings to create innovative solutions for services and products within US Government agencies. Utilizing the design process, Chris synthesizes large sets of data to create actionable insights that clients can use to develop new service offerings and products.

Projects

- Department of Agriculture, Office of Customer Experience. 01/2024 – 4/2025
Employing service design and design strategy to research and ideate solutions for USDA to increase customer and employee experience.
 - Identifying user needs and aligning them with USDA goals.
 - Creating user-centric solutions across multiple touch-points.
 - Facilitating collaboration with cross-functional teams.
 - Developing tools like new frameworks, journey maps, service blueprints, visualization of findings, and wireframes.
 - Translating insights into actionable design recommendation.
- Booz Allen, The Helix. 09-2023 – 12/2023
Designed new educational activations for Booz Allen's Helix Exhibit. Primary focus was designing new digital tools to help with tours, development of scripts for short videos, and research into responsible AI and tools.
- Veterans Affairs, Veteran Experience Office. 06/2019 – 09/2023
Utilizes human-centered design research, strategy, prototyping frameworks, and scenario forecasting to develop customer experience solutions and feedback tools to improve Veterans' experiences with the VA.

Southern Champion Tray, Design Researcher and Strategist Intern

01-06/2019

Participated in an internship to develop design strategies for leading paper board manufacturing company and research emerging trends to identify new product opportunities for product development. Lead the department in design research and co-creation sessions for product innovation. In addition, supported marketing team with graphic design and promotional material.

Electrolux North America, Industrial Design Intern

07-12/2018

Researched new trends and customer habits in the large appliance industry, ideated new concepts, and presented them to management and design teams. Initiated research on integrating circular economy and sustainability into the design process for Electrolux.

Supervised students with their projects and personal safety. Maintained shop tools and equipment, itemized shop inventory to ensure accountability, provided solutions for students' and facility fabrication issues, and assisted in special projects for facility and staff.

CERTIFICATIONS

- Booz Allen Hamilton – AI Consultant Expert Certification, 2025
- Booz Allen Hamilton – AI Consultant Practitioner Certification, 2025
- University of Houston, Certification in Strategic Foresight, 2024
- IBM – Enterprise Design Thinking Practitioner Badge 2023
- Parsons, The New School - Futures Studies and Speculative Design Certificate 2022
- General Assembly – Certification of Completion in User Experience Design 2021
- Udemy – Certification of Completion in Microsoft Power Virtual Agent 2021
- Udemy – Certification of Completion in Sketch 2020
- Cradle to Cradle - Educational Certification 2017

PUBLICATIONS

- Booz Allen Hamilton , Human-Centered AI White Paper, 2024
The HCAI White Paper introduces a framework that integrates Human-Centered Design (HCD) principles with AI development to ensure AI technologies serve and empower people ethically and effectively. It emphasizes the need for organizations to shift their mindset to fully embrace HCAI, balancing technological innovation with ethical considerations and user-centric solutions.

HONORS AND AWARDS

- Booz Allen Hamilton – Collective Ingenuity Award, 2024
- Booz Allen Hamilton – Passionate Service Award, 2024
- Booz Allen Hamilton – Passionate Service Award, 2023
- Booz Allen Hamilton – Passionate Service Award, 2021
- Booz Allen Hamilton – Passionate Service Award, 2021

CLEARANCES

- Secret