

CARL WRIGHT

Creating clarity, connection & confidence through design.

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PROFILE

Experience Designer and Strategist with 8+ years in UX and experience strategy, built on a foundation in brand and visual design. I lead UX for enterprise automation, policy governance, and Agentic AI at Kyndryl, using research, co-creation, and storytelling to turn complex systems into experiences people trust.

CORE COMPETENCIES

Human-Centered Design

Experience & Service Strategy

Co-Creation & Workshop Facilitation

User Research & Synthesis

Journey Mapping & Blueprinting

Prototyping & Usability Testing

Enterprise UX & Complex Systems

AI Experience Design & Data Ethics

Storytelling & Visual Communication

EDUCATION

B.S. Graphic Design
Southern Adventist University
2016

B.S. Music Performance, Voice
Southern Adventist University
2014

EXPERIENCE

KYNDRYL

2022 – Present

Senior Lead UX Designer

2024 – Present

Kyndryl Bridge · Automation & Policy Services

Led experience strategy and UX for Kyndryl Bridge Automation and Policy Services. Bridge Automation Service is enabled across **54 customer accounts**.

- Turned DSL-based orchestration into a visual, low-code Workflow Builder running AI agents and long-running automation across up to **10,000 devices**.
- Facilitated **10+ co-creation workshops** with cross-functional stakeholders to define the Service & Automation Catalog lifecycle for managing content at scale.
- Led UX for foundational Policy Service capabilities (bundles, tenant adoption, versioning, evaluation visibility), laying groundwork for Agentic AI policy controls.
- Shaped Agentic AI governance and observability, linking agents, workflow runs, and policy decisions to make automated operations transparent.

UX Designer → Senior Lead UX Designer

2022 – 2024

Global Strategic Alliances · Partner Management

Led UX and experience strategy for Kyndryl’s global alliance ecosystem, turning manual, fragmented processes into connected digital experiences.

- Improved partner-opportunity visibility for an organization that beat its \$1B FY23 hyperscaler signings target with **\$1.2B**, then hit \$1.5B in FY24.
- Helped drive WorkSpan’s rollout as the alliance business platform; enablement reached **96% of key stakeholders** as FY24 brought 260 new customers.
- Engaged **10+ global market teams** through research and co-creation workshops, turning diverse needs into consistent alliance experiences.

ADVENTHEALTH GORDON

Calhoun, GA

Graphic Designer & Multimedia Specialist

2017 – 2021

Marketing · AdventHealth Gordon, Murray & Medical Group

- Led the local market in a system-wide rebrand, updating **2,000+ assets in one year** across two hospitals and 27 clinics.
- Redesigned patient information booklets with clinical teams, making complex health content accessible and supporting better patient experience ratings.
- Governed brand standards across **nearly 50 hospital campuses** in 12 states as a member of AdventHealth’s corporate creative committee.
- Designed environmental experiences, including a history corridor and cafeteria interior, that made clinical spaces more welcoming for patients and visitors.

CERTIFICATIONS

Designing AI Experiences
Nielsen Norman Group · 2025

Design Sprint Master Class
AJ&Smart · 2024

Facilitation, Kyndryl Vital
LUMA Institute · 2024

Mission Net Zero: Sustainability
Kyndryl · 2024

Cloud Digital Leader
Google Cloud · 2023 – 2027

UX/UI Design
CareerFoundry · 2021

TOOLS

DESIGN
Figma, FigJam, Adobe Creative
Cloud, Sketch, design systems,
data visualization

COLLABORATE
Miro, Mural, Microsoft
SharePoint, Agile / Scrum,
Design Sprints

BUILD
HTML, CSS, WordPress,
photography, photo & video
editing

EXPERIENCE, CONTINUED

CARL WRIGHT DESIGN

Roswell, GA

Experience Design Consultant

2015 – Present

Independent · Experience, Service & Brand Design

Help small businesses improve how customers find, understand, and engage with them across digital, brand, and in-person touchpoints.

- Led research, co-creation, and service design for wellness business Balance8Life, defining its niche and target customers to grow its client base **60% in six months**.
- Redesigned the digital customer experience for an interior design business, aligning business goals with client needs to lift site views **40%**.
- Create brand identity systems that give small businesses a clear, consistent presence across every customer touchpoint.

SELECTED CASE STUDIES

carlwrightdesign.com

Making Enterprise
Automation Self-Service
Kyndryl Bridge

A visual, low-code Workflow Builder for automation across up to 10,000 devices.

Designing Trust into
Agentic AI Governance
Kyndryl Bridge · Agent Visor

Making policies, agent actions, and outcomes visible so teams can govern AI with confidence.

Unifying Global
Alliance Management
Kyndryl · WorkSpan

One connected platform for alliance teams and partners, adopted by 96% of key stakeholders.

Designing Hospital
Spaces Around People
AdventHealth Gordon

A history corridor and cafeteria redesign that made clinical spaces welcoming for patients and visitors.

HOW I WORK

Better experiences
begin by listening to
people.

I bring users and stakeholders into the work early through co-creation, make complexity visible with maps, blueprints, and prototypes, and tell the story clearly enough for teams to act. The discipline has grown; the purpose hasn't: design better experiences for people.