

CHET LOESING

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Design-led product builder with experience shaping digital tools, experiences, and systems across enterprise teams, consumer products, and small businesses. Strong in product thinking, prototyping, front-end collaboration, and building useful real-world experiences.

Experience

Principal UI Designer | Truist | 2021-current

- Help shape and evolve the design system for Truist's wholesale banking organization, extending the broader company system for a complex enterprise environment.
- Partner closely with product, engineering, and design to improve consistency, support adoption, and make implementation easier across teams.
- Contribute hands-on to components, patterns, documentation, and workflow decisions that connect system thinking to real product work.

User Experience Manager | UPS | 2020-2021

- Led design for the package tracking experiences used by both consumers and businesses.
- Helped lead a redesign of the tracking experience in partnership with senior leadership, CEO, product, and engineering.

Owner / Design Director | Yes Sir | 2011-2015, 2019-2020

- Ran small-team client projects with a hands-on mix of design, front-end development, no-code tools, project coordination, and business operations.
- Worked directly with clients to shape projects from idea through delivery, including both customer-facing experiences and behind-the-scenes workflows.
- Brought together and managed the right collaborators for each project while helping create more reliable internal processes.

User Experience Manager | The Home Depot | 2016-2019

- Worked on small teams building software used across 2,300+ store locations.
- Designed digital tools around real in-store workflows, physical environments, and day-to-day operational routines.
- Prototyped and iterated quickly based on field exposure, direct feedback, and observed user behavior.

CAPABILITIES Product design • Prototyping • Front-end development • Design systems • Admin UX • MVP definition • Cross-functional collaboration