

Kiya Maxson

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SUMMARY

Product-focused operations professional with 10+ years of experience across customer experience, workflow improvement, digital strategy, and process optimization. Skilled at identifying user needs, translating problems into solutions, improving experiences, and collaborating across teams.

Founder of Cryptid Studio, where I design and launch AI-enhanced digital products by combining UX principles, branding, customer insight, and AI-assisted development workflows. Experienced in rapid prototyping, product planning, user-focused design, and bringing ideas from concept to working MVP.

EDUCATION

Grand Canyon University

Bachelor of Arts — Digital Design, Emphasis in Animation, Dean's List Award Recipient

2017 – 2021

EXPERIENCE

Founder | Product Designer

May 2026 – Present

Cryptid Studio

Independent digital product studio focused on AI-powered tools, creative technology, and immersive digital experiences.

- Founded and manage a creative technology studio developing AI-enhanced applications and interactive experiences.
- Designed, developed, and launched MVP products including Content Conjurer and Grimoire Keeper.
- Lead product discovery, feature planning, UX decisions, branding, and launch strategy.
- Create user flows, product roadmaps, documentation, and improvement plans.
- Build React-based applications using JavaScript, APIs, PWA functionality, and AI-assisted development workflows.
- Currently developing Rootbound, a cozy magical life-simulation game prototype focused on storytelling, exploration, and player experience.

Lead Customer Account Specialist (Escalations & CX)

June 2023 – Present

EverBright

Remote

- Promoted from contractor to full-time employee within three months and advanced to Lead within nine months based on performance and ownership.
- Manage complex customer lifecycle workflows involving solar financing, property transactions, and escalated account resolution.
- Identify customer pain points and operational gaps to improve internal workflows and user experiences.
- Create SOPs, training materials, and process documentation to improve team consistency.
- Collaborate cross-functionally to resolve issues and improve customer outcomes.
- Utilize Salesforce and Jira to manage workflows and track operational issues.

Founder | Designer

2019 – 2025

KRM Creative Studio

- Managed creative projects involving branding, digital design, photography, and content strategy.
- Developed visual identities and customer-facing materials aligned with audience needs.
- Managed client communication, timelines, and project delivery.

Inbound Call Center Specialist

2022 – 2023

Pondera Services LLC

Administrative Assistant <i>G&G Driving School</i>	2019 – 2022
Dispatcher / Administrative Support <i>We Care Plumbing, Heating, Air & Solar</i>	2018 – 2019
Customer Service & Operations Associate <i>Macy's</i>	2016 – 2018
Branch Specialist II <i>AAA Automobile Club of Southern California</i>	2014 – 2016

PROJECTS

Content Conjuror — AI Content Strategy Application

- Designed and developed AI-powered content planning and creation workflows.
- Built React application components and customer-facing experiences.
- Implemented PWA functionality and Stripe payment integration.
- Created product branding, UX concepts, and launch strategy.

Grimoire Keeper — Digital Knowledge Application

- Designed a modular digital grimoire ecosystem focused on organization and personalization.
- Created user experience flows, content architecture, and expansion roadmap.
- Developed application prototypes and product concepts.

Rootbound — Cozy Magical Life Simulation Prototype

- Designed game concept, mechanics, world-building systems, and player experience direction.
- Developed early prototypes focused on exploration, creativity, and interactive storytelling.

TECHNICAL SKILLS

Product Strategy

UX Design

Customer Experience

Product Discovery

AI Tools

React

JavaScript

Python

SQL

APIs

PWA

Stripe

Salesforce

Jira

Process Improvement

Branding

Digital Strategy