

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

2017 – 2021

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

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.
- Independently define strategic direction, pricing, and product roadmap across a studio with four shipped products.
- 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 within three months and advanced to Lead within nine months.
- Serve as subject matter expert for property transactions and escalation point of contact for the department.
- 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.
- Contributed to SOPs and the training structure for both homeowner and software support, helping reduce new-agent onboarding time.
- Previously monitored team capacity across departments and reassigned support during overload periods (responsibility later restructured).
- Collaborate cross-functionally to resolve issues and improve customer outcomes.
- Utilize Salesforce and Jira to manage workflows and track operational issues.

Founder | Designer

2021 – 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

2019 – 2022

G&G Driving School

Dispatcher / Administrative Support We Care Plumbing, Heating, Air & Solar	2018 – 2019
Customer Service & Operations Associate Macy's	2016 – 2018
Branch Specialist II AAA Automobile Club of Southern California	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 · CRM · Change Management · Data Analysis · Business Analysis · Cybersecurity · Cloud Computing · Sales Strategy