CV

CRISTIAN VALDES
PRODUCT DESIGN & STRATEGIC THINKER

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SKILLS

Product Strategy
Product Design
Multi-platform UI/UX Design
User Research
Augmented Reality (AR)
Artificial Intelligence (AI)
Prototyping
User Testing
Mentorship
Other Language: Spanish

TOOLS

Adobe Creative Cloud
Figma
Fullstory
Google Analytics
Grain
Hotjar
Lookback
Loveable
OpenAI
Relume
Usertesting.com
Webflow

EDUCATION

Bob Jones University
B.F.A. Graphic Design,
Aug 2008- Jun 2012

INTERESTS

AI Integrations
Gaming, and Entertainment
Real Estate
Web3 & Crypto
Photography
Travel
Fitness
Motorsports

EXPERIENCE

Staff Product Designer
Wellfound (Formally AngelList Talent) · NYC (Remote)   Jul 2021 - Present

- Led design, product strategy and launch for **Wellfound's first AI Agent job searching tool called Raven** from Zero-to-One for candidates with an emphasis on mobile first design.
- Led Design alongside the CEO on an **AI driven candidate sourcing product**, RecruiterCloud (also known as Wellfoundai) that became our **premier paid sourcing product**.
- Functioned as business lead and designer for an innovation team tasked to discover new PMF for a product (Sponge) created to reimagine job listings and help companies put their best foot forward. The beta led to notable company hires and informed future product releases.
- Other responsibilities included conducting qualitative user research, facilitating workshops, mentorship and influencing design across the org with a great deal of autonomy.

Lead UX Designer - Growth, Purchase experience & Design Systems
Tuft & Needle · Phoenix, AZ (Remote)   Nov 2018 - Jul 2021

- Led e-commerce cart & checkout purchase experience UX for T&N and Serta Simmons house of brands with an emphasis on user research, testing, analytics and increased mobile conversion.
- Led UX and cross brand design systems for a product acceleration initiative that resulted in **average daily revenue increase of $94K for Serta and $37K for Beautyrest**.
- Led creative strategy and execution for various top-of-funnel company promotional growth initiatives that delivered company record-breaking profit numbers including the **second highest grossing day in the company history.** This was followed by another yielding its **3rd highest day**.
- Provided UX mentorship for junior and intermediate designers.

Co-Founder and Product Designer
VennAuto - Greenville, SC   Jan 2018 - Dec 2018

Co-Founder of an Automotive Marketing Platform startup that enabled dealerships to predict their next automotive buyer through customer research and marketing data.
- Product designed full dashboard product for dealerships to monitor buyer behavior
- Organized and created pitches for new prospective business
- Gained interest from local dealers and connected to networks of over 120 dealerships nationwide

Lead UX Designer
Transplace (now Uber Freight) - Dallas, TX   Jan 2018 - Sep 2018

Contracted to spearhead design thinking, user research, UX strategy, and visual redesign for Transplace's Transportation Management System. Through targeted research and product enhancements, I uncovered and resolved dozens of operational and cost inefficiencies. I also maintained strong relationships with development, sales and marketing, and C-suite stakeholders.

Interactive Web & UX Designer
Jackson Marketing Group - Greenville, SC   May 2012 - Jan 2018

Led user centered design for agency clients such as Michelin North America, BFGoodrich Offroad, Trijicon, BNSF Railway, Oliver Rubber, North American Rescue, among others. Responsible for the design verticals such as UI/UX design, information architecture, wireframing, prototyping, visual UI design, AR, branding and event space design in both Marketing and Motorsports divisions.

UI Designer & Artist
Demergo Studios - Greenville, SC   Jan 2012 - Jun 2012

Part of a cross-functional indie studio team creating concept art, rendering art digitally, level design creation, game QA testing, and promotional materials for the apple iOS game, function.repair.