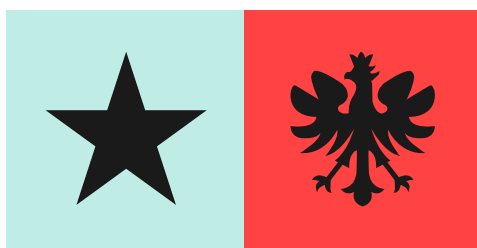


CHRISTIAN LINARES

UX & PRODUCT DESIGN LEADER



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PROFILE

Experienced UX leader with a proven track record of driving end-to-end eCommerce and product experience strategies. At Ariat, I lead a high-performing UX team, execute cross- functional roadmaps, and developed our internal AI tools and design systems. Founder of Fifth Dimension Lab, supporting VCs and early-stage startups in crafting emotionally resonant and scalable product experiences. Strong in system design, team leadership, and translating vision into performance-driving UX.

EXPERIENCE

UX/UI MANAGER

NOV 2022 - PRESENT
REMOTE

Ariat International

Led UX for Ariat's global eCommerce platform, managing a team of 3 designers while driving strategy and execution across navigation, conversion, and design systems.

KEY ACHIEVEMENTS:

- ▶ Full-funnel site redesign → +32% CVR (checkout), +45% product discovery, +58% mobile conversions
- ▶ Launched segmented homepage and nav → +28% engagement
- ▶ Created and scaled Ariat's first global design system (US, EU, AU, MX)
- ▶ Built "AriatGPT," an internal AI research tool (adoption spreading across org)
- ▶ Shaped loyalty UX → 50K+ signups in Q1, +45% repeat purchase rate
- ▶ Led Denim PDP GenAI content test → +7% lift in CR & ATC

SCOPE: UX Strategy, AI for Ops, Loyalty, CRO, Research Programs, IA, System Design, Intl' UX, Cross-functional collaboration, Team Leadership

LEAD UX DESIGNER

APR 2021 - NOV 2023
REMOTE

Green Stone

Directed UX for MinuteKey's robotic kiosk redesign. Improved key flow UX for home keys, car keys and, key fobs and tripled conversion rates across the board.

KEY ACHIEVEMENTS:

- ▶ 76% kiosk conversion (up 30%)
- ▶ Keys - 70% completion rate up from 62% on the previous kiosk
- ▶ Car keys - 33% completion rate, up from 12%
- ▶ Smart car keys - 3% completion rate, up from 0.2%

SCOPE: Product UX, Service Design, Hardware Interaction, Journey Mapping, Testing, Physical-Digital Design

FOUNDER

OCT 2014 - PRESENT
REMOTE

Fifth Dimension Lab/DesignGum

Part branding agency, part exploratory design. Designed and strategized brand design, and built tools and design systems for VCs (Storm Ventures, Finches, Morado Venture Parters) and startups across industries. Currently incubating AI powered software such as KinVibe (group-based music app,) DocuSoul (AI journaling prototype) and Compass Agent (A life, budget and work scheduler).

SCOPE: Founder Strategy, Brand & Narrative UX, AI tools, MVPs, Prototyping, Startup Design Leadership

EXPERIENCE CONTINUED

PRODUCT DESIGNER

JUL 2015 - APR 2018
FRANKLIN, TN

Ramsey Solutions

Contributed to digital transformation for the Education team. Partnered on responsive flows and cross-functional UX/UI initiatives.

SCOPE: Web UX, Marketing UX, Agile Collaboration, Stakeholder Alignment

PAST ROLES

2007-2014

Presentation Strategist @ Rexi Media
Creative Director @ New Life Church
Graphic Designer @ PsPrint, Financial Visions

SKILLS

UX Strategy, UX Research, AI-Powered Tools,
Design Systems, CRO, GenAI Content Strategy,
Team Leadership, Figma, Information
Architecture, Stakeholder Influence, MVPs,
Narrative Design

EDUCATION

AA Applied Art & Design | Sierra College, CA

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