



CHRISTIAN LINARES

Senior Product Design Leader

CONTACT

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COMPETENCIES

Experience Strategy
Product Design
Cross-Channel Customer Journeys
Ecommerce and Retail
Interaction and Visual Design
Service Design
Research and Analytics
Prototyping and Testing
Personalization
Conversion Optimization
Design Systems
AI-Assisted Product Design
Cross-Functional Leadership
Team Coaching

Hands-on product design leader with 15+ years creating customer experiences, digital products, design systems, and emerging AI tools. I currently lead UX across Ariat's global commerce ecosystem, where I manage a small design team and work across digital discovery, personalization, product detail, checkout, loyalty, analytics, and store-connected experiences. My background combines product strategy, service and interaction design, visual craft, experimentation, and measurable business impact—including 152% growth in attributed revenue for a redesigned Save for Later experience.

EXPERIENCE

UX/UI Manager

Nov 2022 – Present

Ariat International · Remote

Lead experience strategy and hands-on product design across Ariat's global commerce ecosystem, spanning discovery, navigation, segmented and personalized homepages, product listing and detail pages, checkout, loyalty, post-purchase engagement, internal tools, and emerging AI initiatives. Manage and mentor a multidisciplinary team of 2–3 designers while partnering with Product, Engineering, Research, Analytics, Site Merchandising, Marketing, Retail, and executive stakeholders.

- Led the redesign of Save for Later, increasing weekly users approximately 4× and growing attributed revenue from \$18.5M to \$46.6M—a 152% increase.
- Directed mobile-first commerce improvements associated with a 32% reduction in cart abandonment, 45% greater product discovery, and 58% higher mobile conversion.
- Lead experience direction across high-impact customer journeys, using behavioral analytics, customer evidence, merchandising needs, and business priorities to frame decisions and roadmap recommendations.
- Founded Ariat's first global design system, establishing reusable interaction patterns, accessibility standards, and component governance across five international storefronts.
- Reduced design-to-development cycle time by 40% through shared components, clearer workflows, and stronger design and engineering collaboration.
- Created and launched AriatGPT, an internal AI research assistant that helps UX, Product, and Marketing teams synthesize customer evidence and develop informed product strategies; reduced synthesis time by approximately half.
- Prototyped an AI product-video workflow intended to lower production costs and make video coverage viable across a larger product assortment. The functional proof of concept includes batch importing and standardized file naming; controlled dry-run testing remains in progress.
- Built AI-assisted customer-sentiment and competitive-benchmarking tools that help teams find patterns, frame opportunities, and move from raw evidence to product decisions faster.
- Framed an AI commerce roadmap across four opportunity areas and aligned six cross-functional stakeholders around the direction.
- Lead critiques, coaching, and career development while remaining directly involved in discovery, journey definition, prototyping, interaction decisions, stakeholder storytelling, and design quality.

SCOPE: EXPERIENCE STRATEGY · DESIGN SYSTEMS · TEAM LEADERSHIP · STAKEHOLDER INFLUENCE · ECOMMERCE · CRO

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LEADERSHIP & EVIDENCE

Approximately 3–4 years managing small design teams of 2–3 people while remaining hands-on.

Global product and design-system scope across the United States, Europe, Australia, Mexico, and New Zealand.

Experience connecting qualitative research, behavioral analytics, commercial outcomes, technical constraints, and store operating realities.

Track record of turning ambiguous opportunities into clear experience strategies, prototypes, scalable systems, and measurable improvements.

Founder-side experience spanning product vision, customer value, brand, experience design, AI-assisted workflows, and iterative product development.

TOOLS

Figma · FigJam · Adobe Creative Cloud · Storybook · Miro · Jira · GA4 · Amplitude · FullStory · UserTesting · Cursor · v0 · Builder.io · Supabase · OpenAI · Claude · Midjourney

EDUCATION

AA, Applied Art and Design
Sierra College

EXPERIENCE CONTINUED

Founder and Product Design Lead

Oct 2014 – Present

Fifth Dimension Labs / DesignGum · Remote

Lead an independent product and design practice focused on zero-to-one concepts, AI-enabled products, brand systems, and early-stage product strategy.

- Created Osnara, a working product that turns project evidence and work history into structured professional stories and case studies.
- Own product framing, customer journey, information architecture, interaction design, prototyping, visual direction, product system, and ongoing iteration.
- Founded Fifth Dimension Labs as an umbrella for AI products and experiments, and am developing a shared design-system foundation that can support multiple products without erasing their individual identities.
- Partnered with founders and venture firms—including Storm Ventures, Morado Ventures, and Finches—on early product concepts, brand development, UX strategy, and product-market-fit exploration.
- Designed and prototyped additional early-stage concepts including KinVibe and DocuSoul, using each experiment to test customer value, interaction patterns, and product direction.

SCOPE: ZERO-TO-ONE PRODUCT DESIGN · BRAND SYSTEMS · AI PRODUCTS · FOUNDER STRATEGY

Lead UX Designer

Apr 2021 – Nov 2023

Green Stone / MinuteKey, Hillman Group · Remote

Led product design for a national robotic-kiosk platform connecting physical retail environments, hardware, software, and complex customer decisions.

- Redesigned end-to-end decision flows for smart car keys, car keys, home keys, and key-fob duplication across high-traffic self-service kiosks.
- Increased overall kiosk completion to 76%; improved car-key flow completion from 12% to 33% and smart-key conversion from 0.2% to 3%.
- Balanced customer needs, store realities, hardware constraints, operational requirements, and business goals to simplify high-friction purchases.
- Used research, behavioral evidence, journey mapping, rapid prototyping, and iterative testing to turn observed customer problems into scalable solutions.
- Established reusable research and usability-testing practices that grounded product decisions in customer behavior.
- Collaborated with Product, Engineering, Marketing, retail, and hardware partners through the company's acquisition by Hillman Group.

SCOPE: PRODUCT UX · HARDWARE INTERACTION · SERVICE DESIGN · RESEARCH

Product and Marketing Designer

Jul 2015 – Apr 2018

Ramsey Solutions · Franklin, TN

- Led UX architecture and product design for two company-wide digital-learning platforms serving middle-school through adult audiences.
- Translated complex curriculum and service needs into understandable product structures and reusable flows for assignments, grading, and progress tracking.
- Partnered with Engineering, Product, Marketing, and curriculum teams to define platform structure, content hierarchy, and responsive experiences.

SCOPE: PRODUCT UX · LMS ARCHITECTURE · RESEARCH · CROSS-FUNCTIONAL COLLABORATION

Earlier Experience

Presentation Design Strategist @ Rexi Media

Creative Director @ New Life Church

Graphic Designer @ PsPrint and Financial Visions