

Christopher Samuels

Product Designer

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SUMMARY

End-to-end Product Designer with 14+ years of experience in startups, agencies, and freelance, specializing in scalable design systems and impactful UX/UI for web, mobile, and audio technology. Strong background in cross-functional collaboration, mentoring, and data-driven design.

WORK EXPERIENCE

Founder & Product Designer / Bace

Nov 2020 – Present

- Designed and launched Bace, a patented voice-to-MIDI plugin, achieving 0.30s beat detection latency and 95% accuracy through ML and DSP innovation.
- Led Bace's website and app design, reducing user onboarding time by 50% with an intuitive interface.

Senior Product Designer / BrewLogix

Nov 2022 – Oct 2024

- Designed the BreweryDB iOS and Android apps, applying Apple design principles to create an intuitive experience for exploring breweries, creating routes, and saving favorites with sharable boards.
- Developed a comprehensive design system, enhancing design efficiency by 20% and streamlining engineering handoffs.
- Increased retention by 40% and cross-selling by 20% with a unified sign-up platform.

User Experience Architect / MRM//McCann

Jun 2018 – Nov 2022

- Improved GM's customer retention by contributing user research, wireframes and prototypes for a resale marketplace platform.
- Contributed to a robust design system, creating new color & spacing tokens, iconography, and interactive components.

Product Designer / Self-Employed

Jan 2011 – Nov 2022

- Designed scalable systems for web and mobile apps across diverse industries.
- Designed multiple iOS and Android apps with intuitive interfaces and complex prototypes to enhance user experiences.

SKILLS

Design: Product Design, UX/UI Design, Design Systems, Wireframing, Prototyping, User Research, Interactive Design, Information Architecture, User Flows, Mobile Design

Technical: Figma, Axure RP, Origami Studio, HTML/CSS, VS Code, Tailwind CSS, Chakra UI, ShadCN, Adobe Creative Suite, Audio Technology, Music Editing

Soft: Strategic Thinking, Collaboration, Problem-Solving, Mentorship, Adaptability, Stakeholder Engagement, Systems-Thinker, Agile,

ACHIEVEMENTS

Co-inventor of patented voice control technology

EDUCATION & CERTIFICATIONS

Academy of Design and Technology

Sep 2006 – Jun 2007, Troy, MI

UX Foundations: Prototyping /

LinkedIn Learning

Sep 2017

UX Foundations: Research /

LinkedIn Learning

Sep 2017