

# CHRISTOPHER HAYDEN

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## EXPERIENCE

### Freelancing as a Product Designer (August 2021 - Present)

- Design beautiful, simple, user experiences for clients across varying industries.
- Lead the redesign for a PC Performance app, owning all design aspects from strategy to dev handoff. Work resulted in a 15% reduction in cancellations for the 450,000 paid active users.
- Designed a flow that allowed restaurants/bars to finance large bulk alcohol orders with 3rd party distributors driving down costs while complying with stringent state alcohol distribution laws.
- Introduced UX/UI design best practices including user-testing and design systems for clients and then led implementation with in-house design teams to ensure consistency and faster design iterations.

### Product Designer at Hayden Design House (April 2020 to August 2021)

- Co-founded Hayden Design House turning 1.4 million in gross rev. in 18 months with 4 billable employees. References available upon request across our 17 happy client engagements.
- Owned and led full creative process from concepting, to user interviews, to wireframing, to usability testing; culminating in visual branding, product design, and design system creation.
- 85% of business came from referrals from past connections and 60% signed additional engagements.

### Lead Product Manager at Covr (LuckyDay Sub) (July 2019 to March 2020)

- Took ownership of end-to-end delivery for a micro-lending service.
- Meticulously gathered business and legal requirements for the fintech app adhering to KYC rules.
- Designed a phased onboarding approach reducing onboarding time by 70%.

### Product Manager at MeUndies (February 2019 to May 2019)

- Implemented a new homepage layout which increased website homepage engagement by ~25%
- Increased AOV (average order value) by \$0.16 from \$21.03 to \$21.19 through A/B tested in-cart upsells.

### Product Owner at Vokal Interactive (August 2016 to August 2018)

- Successfully delivered 14 products for different clients like Bosch, Lou Malnati's & Levi's Stadium.
- Owned Weber iGrill data collection initiatives while understanding and adhering to the GDPR regulations and the soon-to-be required CCPA.

### Associate Product Manager at Little Labs (December 2014 to May 2016)

- Appointed "expert" in 3rd party smartwatch apps and designed early concepts for our products
- Manage top paid application designed for Android Wear, Facer, and helped convert it from a pure digital watch face utility to a licensed marketplace for legally branded Android watch faces.

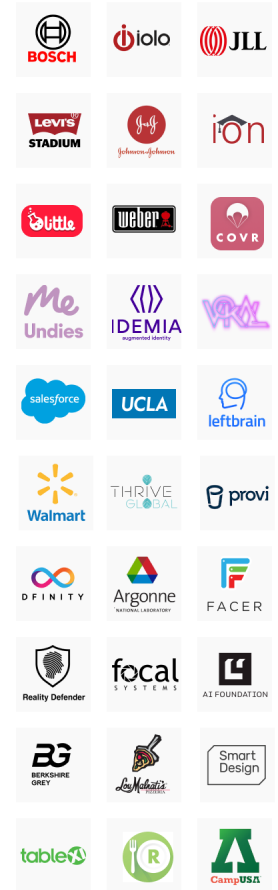
## SKILLS

- *Software:* Figma, FigJam, Adobe XD, Photoshop, Jira, Confluence, Sheets, Maze, userinterviews.com
- *Design:* User Flows, User Journeys, User Research, User Interviews, Research Synthesis, Concept Testing, Wireframes, Interaction Design, Prototyping, Usability Testing, Design Iterations, Visual Branding, User Interfaces, Design Systems, Component Libraries, Development Handoff
- *Other:* A/B testing, Competitive Research & Analyses, Agile/Scrum, Usage Data, Analytics, Startups

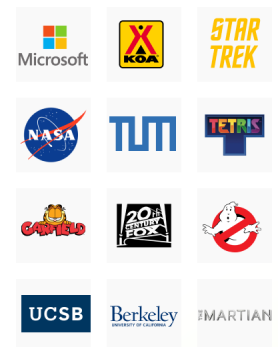
## EDUCATION

- Southeast Missouri State University: Bachelor of general studies & a mass communications minor
- CSM (Certified Scrum Master) Certification: Scrum Alliance 2017
- ASA (American Sailing Association): Skipper Certification

## PAST CLIENTS



## PAST PARTNERSHIPS



## PORTFOLIO SITE

