

CHRISTOPHER HAYDEN

christopher.hyd@gmail.com • 636.744.5844 • www.christopherhyd.com

SUMMARY

A seasoned product designer with a decade of experience creating & growing digital products. I take a pragmatic 80/20 approach—designing solutions that align user needs with business goals. Naturally inquisitive and creative, I solve complex problems and bring clarity to ambiguity. Based in Los Angeles, I work fast, adapt easily, and collaborate with a smile.

WORK HISTORY

May 2024 to Present . Los Angeles

Product Designer . The Walt Disney Company (*Disney+ & Hulu*)

- Lead design on Content Portal, a highly technical internal tool that aggregates all Disney+ and Hulu 3rd party content, processes it, tests it, and then distributes it to appropriate regions with correct metadata & media components.
- Rapidly onboarded to Disney, taking initiative to learn the Content Portal, the technical and operation landscape of streaming media, and designed new tooling to support the Max bundle launch within 6 weeks of joining.
- Optimized a common technical workflow that occurs ~500 times a week, taking what once required ~31 clicks over 12 page views (~2 minutes in navigating alone) to 12 clicks over 3 pages (~30 seconds), plus unmeasured efficiency lifts from improved information architecture and operator error reduction.
- Designed a series of reusable modular interfaces to replace disjointed legacy pages, consolidating them into 3 unique interfaces that require less engineering upkeep and follow newly set design standards.
- Support 6 PMs & ~110 engineers owning multiple large initiatives across teams in parallel.
- Built out a Figma design system that cuts down custom dev work, is being utilized by 2 additional designers now, and sets design consistency and meets accessibility standards.

Aug 2021 to May 2024 . Remote

Product Design Consultant . Varying Partners

- Designed beautiful, simple, user experiences for partners across varying industries.
- Led 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 and a 40% decrease in “product is difficult to use” uninstallation responses.
- Designed a feature set that allowed restaurants/bars to finance large bulk alcohol orders with 3rd party distributors and drive down costs while complying alcohol distribution laws.
- Routinely introduced UX methodologies including user-testing and design systems for partners and then led implementation with in-house design teams to ensure consistency and faster design iterations.

April 2020 to August 2021 . Remote

Principal Product Designer . Hayden Design House

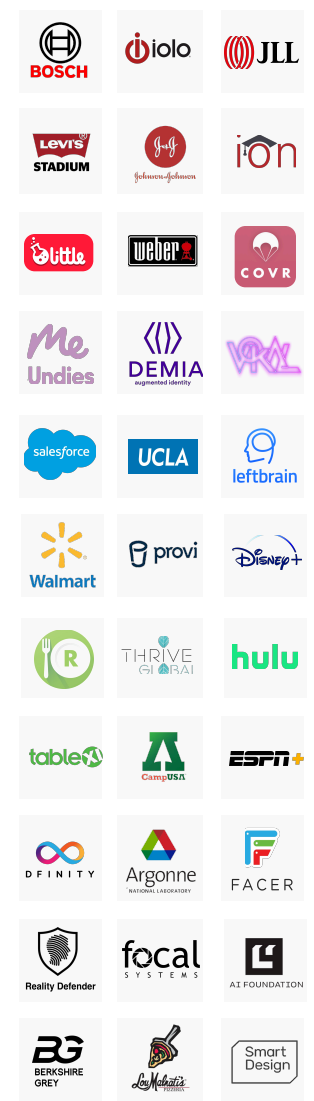
- Co-founded Hayden Design House, a boutique product design consultancy, earning 1.4 million in gross rev. in 16 months with 4 FTEs covering 17 successful client engagements.
- Led full creative process from concepting & user interviews, to wireframing, to usability testing; handing off click-through prototypes and scalable design systems to engineering.
- 85% of business came from referrals from past connections and 60% signed additional engagements.
- Gained equity in two of my partner’s companies and had a backlog of future client engagements spanning 3+ months.

PORTFOLIO

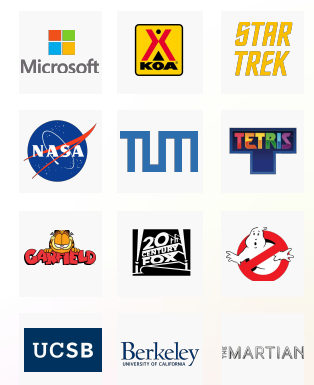


Scan to see my work.

PAST CLIENTS



PAST PARTNERSHIPS



WORK HISTORY CONTINUED...

July 2019 to March 2020 . Los Angeles

Lead Product Manager . Covr

- Owned delivery for Covr, a micro-loan lending service with native apps and backend services bringing it from ideation to a prototype.
- Gathered complex business and legal requirements and created a low-friction phased onboarding approach while documenting flows & conditional logic through BPMN 2.0 diagrams.

February 2019 to May 2019 . Los Angeles

Product Manager . MeUndies

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

August 2016 to August 2018 . Chicago

Product Owner . Vokal

- Owned 14 client engagements in varying industries for clients over two years.
- Coordinated the digital integration of new service vendors used in the 49ers' Levis Stadium concierge app support the 2016.
- Led development for the bluetooth enabled smart thermometer, Weber iGrill, to support new hardware, 13 languages, and to comply with the new GDPR data collection laws.
- Managed the complete redesign of Lou Malnati's native apps (58 locations, ~60k weekly users, Chicago staple) increasing reordering (new feature I designed) by ~10%, and raised the app store rating from 4.1 to 4.8 after the redesign.

December 2014 to May 2016 . Los Angeles

Associate Product Designer/Manager . Little Labs

- Brought new products to the market with partners including 20th Century Fox, Bare Tree Media (American Dad, Futurama & More) in the wearables space
- Transitioned the top Android Wear app, Facer, from a pure digital watch face creator to a official 3rd party marketplace for licensed watch faces

TOOLS & SKILLS

- *Software:* Figma, FigJam, Adobe XD, Photoshop, Jira, Confluence, Sheets, Maze, DataDog
- *Design Methods:* 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

EDUCATION

April 2023 . American Sailing Association

ASA Sailing Certification

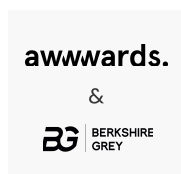
March 2017 . Scrum Alliance

CSM, Certified Scrum Master Certification

December 2016 . Southeast Missouri State University

Bachelor of General Studies, Mass Comm. Minor

ACCOMPLISHMENTS



March 2023

Awwwards.com UX Design Award Nomination

I designed a tool for Berkshire Grey, an enterprise robotics firm, to manage fleets of automated warehouse robots that for received, stored, and shipped packages. This tool was nominated for a UX design award.

CONTACT

CHRISTOPHER HAYDEN

Email

christopher.hyd@gmail.com

Phone Number

636.744.5844

Portfolio Site

christopherhyd.com



Thank You For Looking.