

## Christopher Denais

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## Professional summary

I'm a Senior Product Designer with 8+ years of experience crafting user-centered designs for B2C and B2B SaaS products. I've worked with clients like the U.S. Department of Defense and Johnson & Johnson, turning complex, data-heavy challenges into intuitive, engaging experiences. As an Expert-Vetted freelancer on Upwork (top 1%), I love using research and user insights to drive meaningful design decisions and build systems that make products easier to use and businesses thrive.

## Work experience

### Alpine Home Air Products

Contract, July 2025-Current

- Redesigned the customer quote webpage by optimizing layout and reorganizing content, improving readability, usability, and checkout conversion rates.
- Delivered high-level concepts, detailed developer notes, and interactive prototypes to modernize legacy components with AI-enhanced capabilities
- Facilitated ideation workshops with the product team to define and apply modern e-commerce design patterns, to align on a cohesive design strategy

### SlabSquad

Contract, May 2025-June 2025

- Collaborated with product and engineering to refine the customer onboarding and image upload workflow, increasing first-time submission success rates by 25%
- Designed lightweight, reusable, and accessible components for the SlabSquad product design system, ensuring consistency and scalability across the platform
- Documented design pattern guidelines to communicate design approach and streamline developer handoff for implementation

### My Savings Coach

Contract, Jan 2025-Mar 2025

- Designed data visualizations for financial wellness mobile app, building customer relations to uncover user pain points and identify gaps with financial planning
- Partnered with stakeholders to refine business requirements and conducted moderated user interviews to translate insights into design improvements

## **Home-Cost**

Contract, July 2024-Dec 2024

- Redesigned the housing build to cost calculator by conducting customer interviews and usability tests, uncovering valuable insights on how users make decisions
- Introduced real-time form validation to surface system-generated feedback, reducing submission errors and increasing form completion rates
- Collaborated with product and engineering teams to align technical implementation with user needs and design feasibility

## **BotCity**

Contract, Apr 2024-July 2024

- Designed components and workflows for an enterprise developer platform, established a design system, and mentored designers on delivering consistent web experiences
- Collaborated with design and engineering teams to create WCAG-compliant interfaces, to reduce redundancy and improve accessibility

## **AIOZ**

Contract, Apr 2023-July 2023

- Scaled the AIOZ design system to support multiple web products for a layer-1 blockchain network, enhancing communication and efficiency across the design team
- Optimized design operations by introducing best practices, sharing new design concepts, and leading regular reviews, to promote quality and consistency
- Advised on design strategy to drive company growth and evaluated incoming design talent, building a high-performing design team

## **Monaco Enterprises**

Contract, Sept 2022-Nov 2023

- Led design of an incident management SaaS product, including branding, UX research, and UI design, creating a user-friendly business application
- Conducted user interviews with emergency dispatchers and responders to prioritize features changes and ensure the product works for real-world operations
- Performed moderated usability tests on the incident creation workflow, increasing the speed and accuracy of resource dispatches by up to 50%
- Facilitated a card sort study to restructure site navigation, making content easier to find
- Presented research findings and product design strategy with engineering, sales, marketing, and leadership, aligning teams across the organization

## **Atmos Labs**

Contract, Aug 2022-May 2023

- Designed the digital experiences for promotional and post-login customer products, to achieve a seamless interaction between experiences and improving user engagement
- Created a Figma design system with components, states, and interactions to support responsive, reusable interfaces across for all screen sizes

- Guided development by collaborating with engineering teams to refine user flows, user interactions, and responsiveness
- Worked with engineering to optimize user flows, interactions, and responsive layouts, improving usability and accelerating development timeline

### **Cake & Arrow**

Contract, June 2022-Sept 2022

- Collaborated with designers, user researchers, and experts to improve the usability of the insurance claim workflow
- Participated in 15+ usability tests and interviews with underwriters to validate designs and identify usability gaps
- Shared design concepts to stakeholders and documented micro-interactions with design teams to support smooth handoff to development

### **United States Department of War**

Contract, Jan 2022-June 2022

- Designed an aircraft maneuver analysis software by including pilot feedback from each sprint cycle, improving evaluation accuracy and usability
- Provided detailed annotated design specifications to engineering, streamlining collaboration and reducing technical debt
- Created and refined user stories and acceptance criteria in Jira, reducing ambiguity and accelerating feature delivery

### **Johnson & Johnson**

Contract, Nov 2021-Feb 2022

- Combined multiple component libraries into one design file, reducing the number of components to maintain and collaborating more efficiently
- Optimized component structure by using Figma's auto layout, baseline grid, conditional props, and assigning responsive breakpoints
- Collaborated with design leadership to align product vision and technical constraints, for designs to be in compliance with regulations

### **Azarus**

Contract, Jul 2021-Dec 2021

- Worked with the Creative Director to refine Twitch overlay game design to increase user engagement time
- Partnered with the product and development teams to balance ambition with being technical feasible
- Collected user feedback from the Azarus Discord community, to advocate for user needs when making design decisions

### **Epic Life Creative**

Contract, Aug 2020-Jan 2022

- Designed print and digital assets such as journals, signage, annual reports, social media ads, and e-commerce visuals, delivering consistent and engaging brand materials
- Created documentation of design processes and source files, enabling other designers to replicate results efficiently
- Managed multiple concurrent design projects simultaneously, prioritizing tasks and working independently to meet deadlines with high-quality results

## **Certifications**

### **Certified Scrum Product Owner (CSPO)**

Scrum Alliance, 2025

## **Education**

### **Bachelor of Industrial Design**

University of Louisiana at Lafayette, 2015-2019

## **Personal skills**

User-centered design, Empathy, Active listening, Collaborative communication, Stakeholder management, Presentation skills, Leadership, Mentoring, Design thinking, Strategic planning, Adaptability, Time management

## **Technical skills**

Usability testing, A/B testing, Surveys and interviews, Card sorting, User journey mapping, Information architecture, Wireframing, Prototyping, Interaction design, Visual design, Design systems, UX strategy, Design-to-development handoff, HTML/CSS (basic understanding), Tailwind CSS, Version control with Git (basic familiarity), Figma, Posthog, Hotjar, Data visualization, Agile methodology, Jira, Slack

**References are available upon request**