

CHRISTIAN LINARES

LEAD / STAFF PRODUCT DESIGNER / SYSTEMS + 0-TO-1

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Lead product designer and hands-on design leader with 20+ years turning complex systems, customer evidence, and business constraints into useful products. My work spans global commerce, physical-digital experiences, design systems, and AI-native products. I move from research and product framing through interaction, prototyping, visual direction, and scalable implementation, while helping teams make stronger decisions along the way.

\$14M+	5	70%	0-TO-1
REPORTED + ESTIMATED IMPACT	GLOBAL STOREFRONTS	KEY-FLOW COMPLETION	AI PRODUCT BUILT

EXPERIENCE

UX/UI Manager

Ariat International / Remote

NOV 2022 - PRESENT

Serve as Ariat's hands-on UX/UI function lead across global digital commerce. Set experience direction and work directly in complex initiatives spanning discovery, navigation, product detail, checkout, loyalty, personalization, design systems, research, experimentation, and AI.

- Directed commerce experimentation associated with approximately \$9M in annualized revenue and a mobile-first Checkout redesign estimated at \$4.8M in annual revenue gain.
- Led Save for Later from opportunity and research through the save-first strategy and design direction. Post-launch analysis reported 4x weekly users, 3.1x adoption, 207% more purchasers, and 152% higher attributed revenue; not a controlled A/B test.
- Created the Bundle experience as a personal zero-to-one effort across research, strategy, journey design, prototypes, documentation, and cross-functional alignment. It generated \$516K after launch.
- Established Ariat's global design system and continue to evolve its interaction patterns and quality bar across five international storefronts. Currently preparing the system for agent-assisted design and development.
- Built the UX research practice and directed approximately 24 research artifacts, including two major qualitative and quantitative studies that shaped product priorities.
- Won support for a broader Ariat.com experience refresh, translating customer and business evidence into a new mobile-first direction and stronger creative influence for UX.
- Provide hands-on design direction and system governance across internal contributors and approximately four to five external partner designers.
- Managed a multidisciplinary team of up to three; currently manage one designer while remaining close to product framing, prototyping, interaction design, and UI quality.

SCOPE / PRODUCT STRATEGY / ECOMMERCE / INTERACTION DESIGN / PROTOTYPING / SYSTEMS / RESEARCH / AI

OCT 2014 - PRESENT

Founder and Product Design Lead

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 AI product that turns scattered project evidence into grounded professional stories, case studies, and career decisions.
- 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 building a shared design-system foundation that supports multiple products without erasing their identities.
- Partnered with founders and venture firms including Storm Ventures, Morado Ventures, and Finches on early concepts, brand development, UX strategy, and product-market-fit exploration.

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

Lead UX Designer

Green Stone / MinuteKey, Hillman Group / Remote

APR 2021 - NOV

2023

Led end-to-end product design for a national robotic-kiosk platform connecting physical retail, hardware, software, and high-consideration customer decisions.

- Owned the experience direction, wireframes, flows, and interaction design across house keys, car keys, smart keys, and key-fob duplication. Partnered with a design-system engineer, UX writer, and illustration and animation team.
- Reframed the 16:9 kiosk as a large touch surface rather than a website trapped inside hardware, using larger controls, clearer decisions, animation, and value education to build confidence.
- Partner-reported results: key-flow completion rose from 62% to 70%; car-key completion reached 33% against a 20% goal, and smart-key conversion reached 3% from zero for a purchase that could cost around \$600.
- Used customer research and interactive prototypes to align stakeholders and communicate how the physical and digital experience should behave before development.

SCOPE / PRODUCT UX / HARDWARE INTERACTION / SERVICE DESIGN / RESEARCH / DESIGN DIRECTION

Product and Marketing Designer

Ramsey Solutions / Franklin, TN

JUL 2015 - APR

2018

- 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 structures and reusable flows for assignments, grading, and progress tracking.
- Partnered with Engineering, Product, Marketing, and curriculum teams on 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

EDUCATION

AA, Applied Art and Design
Sierra College

TOOLS

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