

CHRISTIAN LINARES

PRODUCT DESIGN MANAGER / UX FUNCTION LEADER

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Product design manager and hands-on UX leader with 20+ years across product, UX, commerce, physical experiences, and emerging AI. I currently lead Ariat's UX/UI function, where I develop designers and researchers, own the team's roadmap, establish operating practices, govern experience quality, and stay close to high-leverage product work. I connect people, customer evidence, clear direction, and scalable systems to measurable business outcomes.

\$14M+	3	2	24+
REPORTED + ESTIMATED IMPACT	PEAK DIRECT REPORTS	TEAM PROMOTIONS	RESEARCH ARTIFACTS

EXPERIENCE

UX/UI Manager

NOV 2022 - PRESENT

Ariat International / Remote

Lead Ariat's UX/UI function across global digital commerce. Manage a multidisciplinary team, own UX priorities, establish experience direction, and remain hands-on across discovery, navigation, product detail, checkout, loyalty, personalization, design systems, research, experimentation, and AI.

- Manage performance, career development, project direction, and workload. Led a peak team of three across design and UX research; currently manage one designer. Hired two team members and coached one designer through two promotions to Senior Designer II.
- Own the UX team's roadmap while aligning priorities with Site, Product, Engineering, Analytics, Marketing, Merchandising, and executive leadership. Initiate opportunities before they enter the broader roadmap.
- Built the internal UX research practice and operating process, directing approximately 24 research artifacts, including two major qualitative and quantitative studies that informed site priorities.
- Established Ariat's global design system and continue to evolve its patterns, quality bar, and governance across five international storefronts. Currently preparing the system for agent-assisted design and development.
- Provide UX and design-system quality governance across approximately four to five external partner designers, helping teams reuse established patterns and identify when a new pattern is justified.
- Directed commerce experimentation associated with approximately \$9M in annualized revenue, a mobile-first Checkout redesign estimated at \$4.8M in annual revenue gain, and a zero-to-one Bundle experience that generated \$516K after launch.
- 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.
- Won support for a broader Ariat.com experience refresh despite strong prior marketing ownership, establishing the team's ongoing creative influence across the digital experience.

SCOPE / PEOPLE LEADERSHIP / UX OPERATIONS / ROADMAP / ECOMMERCE / DESIGN 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