

# CHRISTIAN BOLORINOS

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Designer with 9 years of experience in UX Research, Human Centered Design and Product Strategy. I design intuitive, meticulously researched, data-driven products, bringing AI integration and automation into the process to reduce friction for users and teams alike.

## EXPERIENCE

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### Product Lead · WSA

*Sep 2023 – Present*

- Owned the strategy and optimization of WSA's digital ecosystem (website, social, newsletters), driving +169% website traffic and significant audience growth across all channels over two years.
- Designed and developed localized country pages, simplifying access to rules, profiles, and application flows while improving clarity. Within 3 months of development, 19% of users were visiting these pages. Monitored analytics of website and interviewed users to inform updates.
- Designed wireframes, user flows, and high-fidelity UI for the Summit mobile app from early discovery through component handoff to developers. Monitored analytics of Summit and interviewed users to inform updates.
- Introduced personalized regional newsletters through segmentation of a 20K-subscriber newsletter audience, boosting open rates by 38%.
- Created visual branding for WSA Festivals (2 a year) that unified the WSA brand with partner brands, the host city, and each festival's theme. Oversaw implementation of branding, including print materials, slides, stage decorations and promotional material.
- Oversaw rebranding of WSA, updating website and branding guidelines and overseeing implementation of new brand on social channels.

### Product Designer · 5Mins

*Sep 2022 – Sep 2023*

- Designed gamification systems and social interaction features (user flows, interaction patterns and UI components) for a learning platform that increased 7-day retention by 18%.
- Built a comprehensive design system and new brand guidelines, overseeing implementation across content, design and engineering teams.

### Growth Product Designer · SwissBorg

*Mar 2022 – Sep 2022*

- Designed and ran 15+ A/B experiments on the SwissBorg website, iterating on UI components, interaction patterns and conversion flows based on data insights.
- Designed and ran experiments via social campaigns to identify high-converting services, contributing to 25% lower acquisition costs for prioritized offerings.
- Created the brand for the CBorgs NFT project, including the narrative, the logo, the Instagram and Discord campaigns.
- Maintained the landing page for the SwissBorg mobile app.

### UI & Digital Designer · Ria Money Transfer

*Sep 2020 – Mar 2022*

- Designed Ria's storytelling through social media campaigns and CSR programs, including a financial literacy campaign that grew Ria's following by 200%+ (Instagram) and 70%+ (LinkedIn) in under a year.
- Collaborated with HR and Product Marketing to craft a new employer brand identity positioning Ria as a FinTech leader; defined KPIs monitored through LinkedIn interaction data.
- Designed product illustrations and micro-animations for Ria's mobile app to guide users through key flows and improve interface comprehension.
- Unified brand guidelines and created a DAM system used across developer, designer, comms, marketing, and brick-and-mortar teams.

### Creative Director · Service Club

*Mar 2020 – Sep 2020*

- Rebranded Service Club to position couriers as frontline workers during the Covid-19 Pandemic. Rebranding included updating website and brand guidelines, overseeing social media, and overseeing changes to the Service Club App.
- Conducted UX Research on couriers. This research identified one key pain point (processing paperwork) that transformed the Service Club value proposition. It also identified key demographic trends that reshaped targeting.
- Supervised social media campaigns designed to get couriers into the system. Increased Instagram following by 400% and LinkedIn by 75%. Increased the number of couriers in the system by 600%.

## Product Designer · Saturno Design

*Sep 2016 – Aug 2019*

- Established and oversaw implementation of new Saturno brand guidelines.
- Created the Saturno Design Explainer Video.
- Created 13 design packages including website, email, and proposal document templates establishing visual hierarchy, information architecture, and component standards for each. Clients included K&L Gates, Barclay Damon, and Ford Harrison.
- Created the interface for the Century 21 Web App, including interactive components like the mortgage calculator and real estate agent cards.
- Created the marketing campaign for Lensbaby that brought them into the videography ecosystem (before that they were seen as exclusively photography products).
- Switched Lensbaby's DAM system from a local database stored on a hard drive to a cloud-based database.
- Produced several course videos for Lensbaby University.
- Introduced video hero banners and promo videos into Saturno's design package.

## Product Strategy, Entrepreneurship & Venture Leadership *Sep 2013 – Present*

- Co-founded NomadsRelocation, automating visa workflows for digital nomads relocating to Spain.
- Co-founded Yaupon Rose, building website and brand, scaling the team from 3 to 15.
- Designed and developed websites and brand identities for: colectivo.ie, gomde.eu, carolinehanssen.com, and mind-distillery.com.
- Created a generative AI social media campaign of "super couriers" doing stunts on surfboards, snowboards, horses, etc. for Service Club. Videos achieved 150% higher clickthrough rate than Service Club's average of that year.

## EDUCATION

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### IE Business School

*Sep 2019 – Jul 2020*

Master in Customer Experience & Innovation

### New York Institute of Technology

*Sep 2008 – Jul 2012*

Bachelor of Arts in Graphic Design

## SKILLS & TOOLS

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**Design & Craft:** Figma, Adobe CS, Design systems, Prototyping, Micro-animations, Motion Graphics, Visual design

**Research & Insights:** User interviews, Usability testing, Synthesis, Analytics (GA4, Mixpanel)

**Product & Growth:** A/B testing, Funnel optimization, Information architecture

**Web Development:** HTML, CSS, JavaScript, PHP, WordPress, GitHub

**AI & Automation:** Generative AI, GPT APIs, Claude, Agentic workflows, n8n

## LANGUAGES

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**English** (fluent) · **Spanish** (fluent) · **Portuguese** (B1)