

Chris Freitag

PRODUCT DESIGN

Denver, CO

Product Designer with a background in user experience design, information architecture, user interface design, graphic design, and user testing. Advocate for collaboration, design thinking, and an iterative design process.

Experience

Senior Product Designer

HG Insights

Lead product designer for a small design team. Working to bring the HG Insights data to customer sales and marketing teams that require a more user-friendly way of visualizing and understanding that data. Helping bring a product design methodology to the company and build a product design team.

Santa Barbara, CA (Remote)

Mar 2022 - Present

Senior UX Product Designer

Caliber Home Loans

Lead UX Designer for internal mortgage application processing. Helping to redefine portions of the software to be reusable across all software platforms. User research through user observations, moderated and unmoderated user tests, and employee surveys. Using metrics to inform product management on features that will impact processing applications more efficiently.

Coppell, TX (Remote)

Dec 2020 - Mar 2022

User Experience Consultant

Denver, CO (Remote)
Jul 2016 - Nov 2020

Creative Friday

Freelance UX consulting for agencies, marketing firms, and development shops. Functional areas of expertise include User Experience (UX) Design, User Interface (UI) Design, Information Architecture (IA), Wireframing, Prototyping, User Testing, Usability Research, User Journey Maps, Process Flow Design, User Personas, Requirements Gathering, and Competitive Analysis.

Advisory UX Designer

Boulder, CO
Apr 2015 - Jul 2016

Pitney Bowes

Lead UX Designer on the Customer Engagement Suite. Promoting the user experience and evangelizing user-centric design to a multinational company transitioning from manufacturing to software. Communicating intent and demonstrating clickable prototypes were key in helping all levels of management and engineering keep focus on outcomes.

Lead UX Product Designer

Denver, CO
Oct 2013 - Apr 2015

FSW.com

Lead UX Designer for the main business-to-business (B2B) shopping experience as well as brand new procurement software suite. All designs are responsive to fit the right screen experience. Use information gathered from analytics, remote user testing and remote a/b tests to inform future design decisions.

Senior UX Design Manager

Denver, CO
Jun 2009 - Oct 2013

Pearson North America

Manager of the Denver UX team of UX designers, UX researchers, and a Visual Designer. UX Lead on platform initiatives including the main SaaS learning-management software and mobile applications. Agile UX design practice with planning, prototyping, design and testing in faster sprints with focus on iteration.

Prior positions held during my tenure at Pearson North America:

- Senior UX Designer (manager of a small UX team)
- UX Designer

Information Architect

Denver, CO
Aug 2006 - Oct 2008

Janus Capital Group

Drove strategy and implementation of enhanced company intranet. Led usability tests and created revolutionary method for quickly accessing company forms and applications. Designed flexible and powerful solutions for marketing initiatives.

Information Architect / Senior Web Designer

Denver, CO
Jul 2005 - Jul 2006

Indigio

Web and User Experience design for a local Denver-based agency. Identified solutions by analyzing client competition, reporting findings, designing taxonomy, and creating wireframes and prototypes. Coded standards-compliant HTML/CSS.

Multimedia Graphic Designer

Centennial, CO
Apr 2003 - Jul 2005

Shaw Environmental, Inc.

Advanced usability of company's public Web site through revamped graphic design, information architecture, and CSS-based page layout. Built interactive Flash interfaces for promotional materials presented in CD format. Designed public-facing web sites for remediation projects.

Web Designer I

Denver, CO
Jul 2000 - Oct 2002

Qwest Interactive

Designed and implemented web sites and web applications in a consulting agency division of Qwest. Discovered the value of information architecture witnessing my first user test in Qwest's Human Factors Engineering lab. This became my career goal.

Education

Some College

Greeley, CO
Aug 1993 - Jun 1996

University of Northern Colorado

Business Administration with an emphasis in Marketing

Additional Experience

Before Web Design

I began my graphic design career in print where I learned valuable typography and layout rules which help me in creating better user experiences. My progression from print production to user experience design has been natural and evolutionary.

Skills

Software and Languages

Currently using Figma, UserZoom, Amplitude, and Balsamiq Cloud. For the last several years I've used a combination of Sketch, Invision, Affinity Designer, [UserTesting.com](https://www.usertesting.com), Optimizely, OmniGraffle, and Google Analytics. Previous software and languages include Adobe Creative Cloud, HTML, and CSS.
