

# CHRISTOPHER WATSON

PRODUCT DESIGN & CREATIVE DIRECTION

## ABOUT

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### Profile

Multidisciplinary designer with an affinity for telling the unique stories of exceptional brands and producing human centered experiences that positively impact the way users think, feel and ultimately behave. I believe in ideas that are designed entirely with audiences in mind from concept to deployment and are supported by qualitative and quantitative results.

## KEY EXPERIENCES

### • Google 2018-2023

#### Interaction Designer *Full-time*

- Collaborated closely with cross-functional teams to define product requirements and delivered enterprise UI designs to overhaul fleet health infrastructure & technician operations across 200+ sites globally. Increased CSAT (*customer satisfaction*) 30% within first quarter of MVP deployment.
- Drove research initiatives including 300+ individual user interviews, user journey mapping and sentiment synthesis. Created and managed focus groups accounting for over 400 members across EMEA and NASA.
- Onboarded and mentored team members; created personalized workstreams to support their contextual foundation and success.
- Certified Google interviewer that assessed candidates proficiencies in problem solving, communication and the ability to thrive in ambiguity.
- Received 11 internal awards over two years for design excellence, customer outreach and milestone delivery. Maintained an "Outstanding" calibration rating throughout my tenure.

## RECOGNITIONS

- 2021
- 2015
- 2014
- 2013
- 2013

### Google gThanks Awards

Peer (X7), Executive (X4)

### Nominated

CSSAwards.com

### Featured Designer

Creative Bloq Magazine

### Guest Panelist/Speaker

Adobe® Max Creative Conference

### Guest Lecturer

Art Institute of Austin, TX

## EDUCATION

### Google

Certified Google Interviewer  
2022

### Art Institute of Austin

BFA, Interactive Media Design  
2008 - 2011

### Dallas Sound Lab

Certification in Acoustic Sciences  
2005

WORK HISTORY

- **Google**  
2021 - 2023

**Interaction Designer** *Full-time*

- Design lead on UX/UI initiatives for data center health enterprise software, responsible for infrastructure maintenance of 40% of all internet traffic and services world-wide.
- Delivered creative interfaces optimizing interactions between humans, machine learning and automated systems.
- Initiated and socialized north star product vision and AR opportunities that capitalized on unique ergonomics and global execution.
- Generated critical user journey maps and artifacts through research, usability testing, focus groups and collaborative workshops.

- **Google**  
2018 - 2021

**Product designer** *Contract*

- Identified opportunities, defined success metrics and delivered atomic-level design systems for a net new enterprise platform serving data center resource economy; evangelized solutions across product areas.
- Conducted and synthesized UX research. Ideated, iterated and prototyped complex user interfaces for >1,500 user workflows.
- Effectively communicated with x-functional partners including PMs, PdMs, Engineers and stakeholders to align on vision, organizational objectives, triage and burndown.

- **Creature Media**  
2010 - 2018

**Creative Director/Principal** *Full-time*

- Conceptualized and delivered digital strategies, content and visual design collateral that empowers the voice of small and medium sized businesses including healthcare, lifestyle and tech industries.
- Drove digital product development, accountable for execution and deployment across remote teams.

- **Adobe**  
2015 - 2016

**Visual Designer** *Project Contract*

- Designed and delivered highly visual UI demonstration assets in support of Adobe Muse (now Adobe XD) product offering featured at the Adobe Max Creative Conference and Creative Bloq magazine.

- **MuseThemes**  
2013 - 2016

**Art Director** *Contract*

- Delivered visual web design for proprietary theming and modular UI components that surfaced diverse data sets. Demonstrated the ability to be a charismatic leader and individual contributor.

PROFICIENCIES

- **Tools**

Creative		Collaboration	
Premiere	Principle	Google Workspace	Taskflow
Photoshop	Sketch	InVision	Trello
Illustrator	Figma	Jira	Smartsheets
XD	Miro		Slack