

CHRISTIAN BOE

USER EXPERIENCE DESIGN / CREATIVE STRATEGY / DESIGN LEADERSHIP

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SUMMARY

I'm a lead product designer and creative strategist with over a decade of experience spanning design, branding, illustration and team leadership; I've specialized in UX/UI for the past eight years. I help organizations turn complex ideas into cohesive, human-centered experiences, whether that means aligning product and brand across a platform or shaping the narrative of a new feature launch. I care deeply about the impact of design on people's lives and I bring strategic thinking, empathy and a collaborative mindset to every team I join.

EXPERIENCE

Senior Product Designer (Contract)

Klaviyo Inc, Boston (Remote), 09/2024 - 04/2025

- Led creation and owned adoption of a new scalable design system which massively boosted team velocity, collaboration and design consistency.
- Owned key UX/UI for Klaviyo's "B2C for CRM" campaign including the homepage, key web pages and assets seen across major global markets.

Head of Product Design

Backstage Inc, Remote, 10/2022 - 05/2024

- Led UI/UX design and research for a soft skills coaching platform, shaping product direction and improving usability across web and the product.
- Redesigned the core product using insights from research and feedback, resulting in ~20% growth in user adoption and new company onboarding.
- Partnered with the CTO to create a cohesive style guide, standardizing design patterns and improving consistency across product and marketing.

Staff Product Designer

SiriusXM / Pandora, Oakland, 04/2021 - 10/2022

- Redesigned the user library, raising satisfaction scores from 3.2 to 4.8 in testing; and shipped many improvements across SXM and Pandora.
- Led UX research and IA strategy for the SiriusXM app redesign, shaping personas, architecture, and groundwork for the product re-launch.
- Introduced agile design workflows, led team rituals, and mentored peers, boosting velocity, collaboration, and shipped features across teams.

Senior Product Designer

Stitcher, San Francisco, 02/2019 - 04/2021

- Led end-to-end UX for Stitcher's app and site redesign, boosting Android rating from 2.5 to 4.7 and iOS to 4.8 (new company record).
- Headed user research and testing, conducting 70+ interviews to validate design decisions and increase user retention from 48% to 55%.
- Re-design drove WAU/MAU from 29% to 64% and increased monthly listening time by 17%, significantly improving engagement and growth.

Product Designer

Certs-U, Oakland, 05/2018 - 10/2018

- Sole UI/UX designer for a medical certification app, designing end-to-end flows, IA, and prototypes for Android and iOS platforms.
- Collaborated with developers and the product founder, ensuring smooth handoff and alignment between design vision and implementation.

Designer & Concept Artist (Contract)

ALTSPACE VR, Redwood City, 01/2015 - 03/2016

- Designed and shipped immersive avatar and environment concepts for a VR social platform, addressing key user and technical pain points.
- Collaborated with UX team and founders to explore user behaviors, solve design problems, and deepen product thinking in immersive 3D spaces.

Freelance Designer, Illustrator & Art Director

05/2012 - 03/2018

- Crafted storyboards for high-profile ad campaigns, helping shape visual narratives for agency campaigns for brands like Toyota, Dell and Square.
- Led creative execution with directors and producers, delivering polished, high-impact visuals on fast-paced, cross-disciplinary projects.
- Built and ran a thriving independent practice, including Comic Con exhibitions and long-term client relationships across industries.

EDUCATION

BA, Illustration – Entertainment Arts

Art Center College of Design, Pasadena, CA (2008–2013)

SKILLS

Tools & Software

Figma, Framer, Principle, Adobe Creative Suite, Framer, Protopie, Rive, Miro, Jira, Zeplin, Usertesting, Confluence, Notion, WordPress, GitHub, Slack

Design Expertise & Methods

UX/UI Design, Interaction Design, App Architecture, Accessibility, Design Systems, Creative Strategy, UX Writing, User Research, A/B Testing