

Christopher Raeside

chris@chriscreatesit.com
415-706-9100
christopherraeside.com

Professional Experience

Product Designer

Viasat - Carlsbad, CA

Aug 2019 to Present

I work as a product designer on the Customer Enablement Platform, designing and building sales tools in Salesforce and React. As a Product Designer, my duties often cover other areas such as copywriting and editing, content strategy, research, and project mangement.

I am also directly involved in the development of our design system, government systems, and other miscellaneous projects within the Product team here at Viasat.

Designer, Creative Developer, & Consultant

Raeside & Company - San Diego, CA

Jan 2013 to Present

I work as a product designer, copywriter, and consultant for a variety of local and international clients. I have aided in the development of content strategies, helped build brand identities, and designed UX/UI structures for web and mobile applications.

I also produce written content for many industries and target demographics, in addition to providing copy editing and tone restructuring for established brands.

I can play a variety of roles in different projects, and my wide range of skills makes me a valuable asset in any venture.

Professional Experience, cont.

User Experience Lead

Seamgen - San Diego, CA

Feb 2017 to July 2019

As a User Experience Lead, my responsibilities included creating workflow diagrams, wireframes, high fidelity screen designs and prototypes for enterprise applications, designing for different platforms; mobile; tablet; and desktop, as well as ensuring all designs were built on foundation of solid usability and intuitive design principles.

I was responsible for leading design review meetings, as well as onsite project kickoff meetings with clients, while meeting the client's design expectations and staying sensitive to how their needs may impact the development timeline.

I also worked closely with the development team to ensure designs are fully implementable.

UX/UI Designer II

SBM Management, Inc - McClellan Park, CA

Oct 2015 to Feb 2017

As a User Experience/Interface (UX/UI) Designer at SBM, I was tasked with creating visually striking, user-friendly, and engaging interfaces. I worked in a team that transformed complex concepts into simple, elegant, and approachable experiences, services, and products. I worked closely with Graphic Designers, other UX/UI team members, marketing associates, SME's, and key stakeholders.

It was my duty to brainstorm, revise, and collaborate with an enthusiastic, visually-oriented team. We would translate business needs into user experience solutions that meet the needs of our large and complex organization. My role as a level 'II' designer was to lead discussions, pitch solutions to product owners, and to coach and mentor junior design staff.

Our research efforts, including competitive analysis, user and stakeholder interviews, analytics assessment, and heuristic analysis were used to create iterative designs in an Agile environment.

UX Designer

Network Environmental Systems (NES) - Folsom, CA

Oct 2014 to July 2015

Web & Marketing Designer

Jay Nine, Inc - Sacramento, CA

July 2013 to Oct 2014

Previous non-design experience

Store Manager

Luxottica Retail - Monterey, CA / San Francisco, CA

Jan 2010 to July 2013

Retail Sales Consultant

AT&T - Monterey, CA

Oct 2007 to Aug 2009

Proficiencies & Skills

Interactive Prototyping

(Principle, Framer, some After Effects)

Front End Development

(HTML, CSS, vanilla JS, Salesforce LWC, Liquid, React)

Interface Design

(Sketch, Figma, Photoshop, Illustrator)

Project Management

(Jira/Confluence, Basecamp, Trello, Asana)

Education

Business Marketing/International Management

2007-2010 California State University Monterey Bay Monterey, Ca

MRI Program Certification, Business Marketing & Sound Production

2012-2013 California State University San Francisco San Francisco, Ca