

# Cristobal Graña Samanez

Design Technologist – Product Designer – Interaction Engineer

## Education

### University of Illinois at Urbana-Champaign

— Class of 2018

Bachelor of Science in Mathematics and Computer Science

## Work experience

### Lead UX Engineer, Design Foundations – GoDaddy

— 2024 - Now

Cross-organizational contributor providing design systems guidance and interaction engineering support to all of Product UX, USI/Partners engineering, and the UX platform team, and contributed multiple global patterns both in UX design and in library component development. Leading senior UXEs on the implementation of the modalities subsystem overhaul comprising modals, bottom sheets, popovers, product tour, and new layout patterns, having first redesigned and contributed several components on the UX side. Additionally reworked shared illustration system and implemented figma plugins for design system governance and DX improvements, and contributed design technology support to Airo All Access 2025 Superbowl release.

#### ● Sr. UX Engineer, Design Foundations

— 2022 - 2024

Selected to form part of new UX Engineering group collaborating with both Foundations system designers and platform engineers to design and implement new patterns for GoDaddy's shared Figma and React libraries. Led internal product UX focus groups to redesign global Modal component and create the new bottom sheet pattern. Previously led design for Venture Home and the commerce cohort within US Independents; designed and helped implement several experiments boosting commerce-related engagement and pay link activation. Chosen to lead dashboard design and end-to-end interaction engineering for initial pre-launch tests of GoDaddy Airo in Fall of 2023.

#### ● UX Engineer II, Brandbook

— 2019 - 2022

Became a primary design contributor to the Independents Dashboard ("Venture Home") under a design manager within the UX organization, while continuing to provide frontend engineering, UX direction, and design systems support to the Brandbook team. Collaborated with the commerce organization to bring in commerce capabilities to Venture Home, increasing commerce-related engagement +72% and pay link activation +106%.

#### ● UX Engineer, Brandbook

— 2018 - 2019

As an engineer, helped develop the end to end client experience of the Website Builder Media Library ("Brand Book") via React, Redux, and Redux-saga. As a designer, worked alongside the Venture Growth Design team to contribute to most of the UX patterns currently in place in the Media Library.

### Principal UX Consultant, Mobile – TrackIt Labs

— 2024 - Now

Providing UX support via sessions with CEO and tech lead for initial mobile webapp design in fall 2024 and subsequent beta launch in spring 2025. Sessions centered around identifying experience pitfalls and potential improvements in end-to-end UI and external interactions for the application, which provides Padel players with realtime AI data analytics on their matches.

## Projects and other experience

#### Beat the Box, Mobile App

UX design, and end-to-end development for a simple card game called Beat the Box, written in React Native using react-native-reanimated.

— 2025

#### Bonno Bartending, Website

Branding, UX design, and end-to-end development for Bonno Bartending at [www.bonnobartending.com](http://www.bonnobartending.com); written in vanilla JS, SCSS, and GSAP.

— 2024

#### Perfect Roaster, Mobile App

UX design and end-to-end development for a partner application for the Perfect Roaster™ cooking pot, written in React Native using react-native-reanimated and notifee.

— 2024

Background

## About me

I'm Peruvian-born interaction engineer with a passion for minimalist styles and delightful experiences. I believe design problems are best solved with a technical mindset – contributing at the intersect of design and development is crucial in the creation of interfaces that are truly enjoyable and seamless to use. In a rapidly changing landscape of LLM-driven programming, I think design engineers are uniquely positioned to unilaterally effect impactful change on a product's end user experience.

