

Christopher Denais

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Professional summary

I'm a Senior Product Designer with 8+ years of experience crafting user-centered designs for B2C and B2B SaaS products. I've worked with clients like the U.S. Department of Defense and Johnson & Johnson, turning complex, data-heavy challenges into intuitive, engaging experiences. As an Expert-Vetted freelancer on Upwork (top 1%), I love using research and user insights to drive meaningful design decisions and build systems that make products easier to use and businesses thrive.

Work experience

Alpine Home Air Products

Contract, July 2025-Current

- Redesigned the customer quote webpage by optimizing layout and reorganizing content, improving readability, usability, and checkout conversion rates.
- Delivered high-level concepts, detailed developer notes, and interactive prototypes to modernize legacy components with AI-enhanced capabilities
- Facilitated ideation workshops with the product team to define and apply modern e-commerce design patterns, to align on a cohesive design strategy

SlabSquad

Contract, May 2025-June 2025

- Collaborated with product and engineering to refine the customer onboarding and image upload workflow, increasing first-time submission success rates by 25%
- Designed lightweight, reusable, and accessible components for the SlabSquad product design system, ensuring consistency and scalability across the platform
- Documented design pattern guidelines to communicate design approach and streamline developer handoff for implementation

My Savings Coach

Contract, Jan 2025-Mar 2025

- Designed data visualizations for financial wellness mobile app, building customer relations to uncover user pain points and identify gaps with financial planning
- Partnered with stakeholders to refine business requirements and conducted moderated user interviews to translate insights into design improvements

Home-Cost

Contract, July 2024-Dec 2024

- Redesigned the housing build to cost calculator by conducting customer interviews and usability tests, uncovering valuable insights on how users make decisions
- Introduced real-time form validation to surface system-generated feedback, reducing submission errors and increasing form completion rates
- Collaborated with product and engineering teams to align technical implementation with user needs and design feasibility

BotCity

Contract, Apr 2024-July 2024

- Designed components and workflows for an enterprise developer platform, established a design system, and mentored designers on delivering consistent web experiences
- Collaborated with design and engineering teams to create WCAG-compliant interfaces, to reduce redundancy and improve accessibility

AIOZ

Contract, Apr 2023-July 2023

- Scaled the AIOZ design system to support multiple web products for a layer-1 blockchain network, enhancing communication and efficiency across the design team
- Optimized design operations by introducing best practices, sharing new design concepts, and leading regular reviews, to promote quality and consistency
- Advised on design strategy to drive company growth and evaluated incoming design talent, building a high-performing design team

Monaco Enterprises

Contract, Sept 2022-Nov 2023

- Led design of an incident management SaaS product, including branding, UX research, and UI design, creating a user-friendly business application
- Conducted user interviews with emergency dispatchers and responders to prioritize features changes and ensure the product works for real-world operations
- Performed moderated usability tests on the incident creation workflow, increasing the speed and accuracy of resource dispatches by up to 50%
- Facilitated a card sort study to restructure site navigation, making content easier to find
- Presented research findings and product design strategy with engineering, sales, marketing, and leadership, aligning teams across the organization

Atmos Labs

Contract, Aug 2022-May 2023

- Designed the digital experiences for promotional and post-login customer products, to achieve a seamless interaction between experiences and improving user engagement
- Created a Figma design system with components, states, and interactions to support responsive, reusable interfaces across for all screen sizes

- Guided development by collaborating with engineering teams to refine user flows, user interactions, and responsiveness
- Worked with engineering to optimize user flows, interactions, and responsive layouts, improving usability and accelerating development timeline

Cake & Arrow

Contract, June 2022-Sept 2022

- Collaborated with designers, user researchers, and experts to improve the usability of the insurance claim workflow
- Participated in 15+ usability tests and interviews with underwriters to validate designs and identify usability gaps
- Shared design concepts to stakeholders and documented micro-interactions with design teams to support smooth handoff to development

United States Department of War

Contract, Jan 2022-June 2022

- Designed an aircraft maneuver analysis software by including pilot feedback from each sprint cycle, improving evaluation accuracy and usability
- Provided detailed annotated design specifications to engineering, streamlining collaboration and reducing technical debt
- Created and refined user stories and acceptance criteria in Jira, reducing ambiguity and accelerating feature delivery

Johnson & Johnson

Contract, Nov 2021-Feb 2022

- Combined multiple component libraries into one design file, reducing the number of components to maintain and collaborating more efficiently
- Optimized component structure by using Figma's auto layout, baseline grid, conditional props, and assigning responsive breakpoints
- Collaborated with design leadership to align product vision and technical constraints, for designs to be in compliance with regulations

Azarus

Contract, Jul 2021-Dec 2021

- Worked with the Creative Director to refine Twitch overlay game design to increase user engagement time
- Partnered with the product and development teams to balance ambition with being technical feasible
- Collected user feedback from the Azarus Discord community, to advocate for user needs when making design decisions

Epic Life Creative

Contract, Aug 2020-Jan 2022

- Designed print and digital assets such as journals, signage, annual reports, social media ads, and e-commerce visuals, delivering consistent and engaging brand materials
- Created documentation of design processes and source files, enabling other designers to replicate results efficiently
- Managed multiple concurrent design projects simultaneously, prioritizing tasks and working independently to meet deadlines with high-quality results

Certifications

Certified Scrum Product Owner (CSPO)

Scrum Alliance, 2025

Education

Bachelor of Industrial Design

University of Louisiana at Lafayette, 2015-2019

Personal skills

User-centered design, Empathy, Active listening, Collaborative communication, Stakeholder management, Presentation skills, Leadership, Mentoring, Design thinking, Strategic planning, Adaptability, Time management

Technical skills

Usability testing, A/B testing, Surveys and interviews, Card sorting, User journey mapping, Information architecture, Wireframing, Prototyping, Interaction design, Visual design, Design systems, UX strategy, Design-to-development handoff, HTML/CSS (basic understanding), Tailwind CSS, Version control with Git (basic familiarity), Figma, Posthog, Hotjar, Data visualization, Agile methodology, Jira, Slack

References are available upon request