

Chris Peterson

Product Design • UX/UI
A bit obsessed with all things
Typography & Branding

CORE DISCIPLINES

- Product Design (End-to-End)
- UX/UI Design
- Design Systems & Architecture
- Brand Strategy & Identity
- Information Architecture

SPECIALIZATIONS & METHODS

- Web & Mobile App Design (B2C)
- Data Visualization
- Design Thinking
- Accessibility (WCAG)
- Design Roadmapping & Sprint Planning
- Design Sprints
- Workshop Facilitation
- Stakeholder Management

PRIMARY TOOLKIT

Figma, Miro/Figjam, ChatGPT

ADDITIONAL TOOLS

Webflow, Framer, Adobe Creative Suite (Illustrator, Photoshop, Adobe XD), Shopify, Squarespace, Wordpress, Perplexity, Gemini.

TECHNICAL

HTML & CSS

PROFESSIONAL DEVELOPMENT

Actively training in AI-driven design, prompt engineering, and generative workflows.

LANGUAGES

English, Spanish & Catalan

EDUCATION

UX/UI Design Bootcamp, Ironhack (Madrid, 2017)

ABOUT ME

A **Senior Product Designer** specializing in **consumer-facing mobile and web experiences**. I craft strategically sound design solutions –from foundational brand strategy and design systems to intuitive, memorable user interfaces. I’m guided by a strong focus on typography and am actively exploring how AI-driven workflows can help teams build better, more efficient products.

EXPERIENCE

June 2019 - Present

I MILLE, Senior Product Designer

RadiciGroup & A2A Energy (App + Web Design Systems)

- For RadiciGroup, engineered a token-powered Figma design system while redefining the site's IA and standardizing the UI through a complete redesign.
- For A2A Energy, built a separate, WCAG-compliant token-powered design system for their multi-service mobile app.

Barilla Group (Data Visualization & Web)

- Transformed a static PDF into an interactive, narrative-driven sustainability microsite.
- Designed a modular, bilingual experience with data visualizations to improve stakeholder comprehension.

Big Art Wall (App, Web & Brand)

- Defined a business model to transform a 50k-user social app into a monetized platform.
- Owned the end-to-end UI/UX design for the 500+ screen mobile app.
- Owned the full brand lifecycle, from defining foundational strategy and market positioning to executing the new visual identity, logo, and system.

Enel Full Digital (9+ Global Apps)

- Architected a scalable app framework and design system to unify the UX across 9+ countries.
- Defined core Information Architecture by analyzing 129+ services to standardize user flows and ensure WCAG 2.1 AA accessibility.

Maison de la Quiche (E-commerce & Brand)

- Led the brand and digital transformation of a local restaurant into an e-commerce business.
- Designed and launched a custom Shopify site to clarify purchase journeys and elevate the brand.

AXA (Design Thinking Education)

- Delivered a Design Thinking curriculum and resource library to scale design capabilities within AXA Spain's internal teams.

Oct 2018 - May 2019

Freelance, Product Designer & Teacher

Developed and instructed a 12-week UX/UI curriculum for Trazos digital art school while partnering with creative agencies on end-to-end product design solutions for clients.

May 2017 - Oct 2018

Syntonize, Product Designer

Led end-to-end product design for international clients including Cabify, Nintendo, and Samsung, while also establishing new internal design workflows that improved team efficiency.