



Cristian Valdes

Product Design Leader
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About

Product Design Leader blending strategy, systems thinking, and AI-enabled product development to bring new products from concept to launch.

I thrive in a player-coach role, helping teams navigate ambiguity, align around user needs, and move products from vision to execution. Whether building zero-to-one products or evolving established platforms, I enjoy empowering teams to do their best work.

Expertise

Design Leadership
Product Strategy
AI Assisted Product Development
Systems Thinking
User Research
Growth & Optimization

AI & Product Tools

Adobe Creative Cloud
Amplitude
Claude Code
Figma
Fullstory
Google Analytics
Grain
Lovable
OpenAI
Suno

Education

Bob Jones University
B.F.A. Graphic Design,

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Zenzo Games, Founder and Product Design Lead | May 2026 - Present

- Founded an independent game studio and launched Vibe Fall, a mobile game available on the Apple App Store.
- Led end-to-end product development including strategy, UX, visual design, gameplay systems, onboarding, monetization, branding, and launch execution.
- Leveraged AI-assisted development workflows to rapidly prototype, build, test, and ship a production mobile application as a solo creator.
- Took Vibe Fall from concept to App Store launch in approximately four weeks.

Tilt, Principal Product Designer | Dec 2025 - May 2026

- Led design for Tilt's Credit Card experience while helping shape the evolution from a single-product fintech offering into a broader multi-product ecosystem serving 3M+ monthly users.
- Partnered with product, engineering, and leadership to define product strategy, user experience, and information architecture across emerging financial products.
- Introduced AI-assisted design workflows and user-centered frameworks to improve product discovery, decision-making, and cross-functional collaboration.

Wellfound (formerly AngelList Talent), Staff Product Designer | Jul 2021 - Oct 2025

- Led design for Raven, Wellfound's AI job search agent, growing from 0 to 10k+ users and reducing job search time from hours per week to minutes.
- Led the zero-to-one design of Wellfound AI, the flagship AI-powered sourcing platform.
- Drove growth and conversion initiatives across the marketplace, contributing to some of the highest revenue periods in company history.

Tuft & Needle, Lead UX Designer - Growth & Purchase experience | Nov 2018 - Jul 2021

- Led cart, checkout, and purchase experience across T&N and the Serta Simmons portfolio
- Drove +\$94K (Serta) and +\$37K (Beautyrest) daily revenue lift via conversion optimization
- Improved conversion through research, analytics, and mobile-first design
- Led end-to-end design of the Snooz + T&N white noise app partnership and launch
- Delivered growth initiatives that drove record-breaking performance, including the highest grossing day and 2 of the top 3 revenue days in company history
- Built repeatable top-of-funnel promotional systems that drove consistent growth

Transplace (now Uber Freight), Lead UX Designer | Jan 2018 - Sep 2018

- Spearheaded design thinking and UX strategy for the company throughout all departments.
- Embedded a proven UX process for research, design and all agile development teams
- Led design and set the foundation for the 4 core transportation management system apps.

Jackson Marketing Group Agency, UX Designer | May 2012 - Jan 2018

- Led UX and digital product design for clients including Michelin, BFGoodrich, BNSF Railway, Trijicon, and North American Rescue.
- Specialized in UX strategy, information architecture, prototyping, visual design, and brand experiences.

Demergo Studio, UI Designer & Artist | Jan 2012 - Jun 2012

Part of a cross-functional indie studio team creating concept art, rendering art digitally, UI level design creation, game QA testing, and promotional materials for the apple iOS game, [function.repair](#).