



Cristian Valdes

Product Designer

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About

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

Codex

Figma

Fullstory

Google Analytics

Grain

Lovable

OpenAI

Suno

Education

Bob Jones University

B.F.A. Graphic Design

I'm a product designer with 12+ years of experience shaping people-first experiences, blending strategy, systems thinking, and AI-enabled product development to bring new products from concept to launch.

Vibe Fall, Independent Product Designer & Creator | May 2026 - Present

- Designed, built, and launched Vibe Fall on iOS and Android in ~4 weeks as a solo creator using AI-assisted development workflows
- Owned the full product cycle across strategy, UX, visual design, gameplay systems, onboarding, monetization, branding, and launch

Tilt, Principal Product Designer | Dec 2025 - May 2026

- Led design for a multi-product fintech platform serving 3M+ monthly active users, shaping its evolution from a single-product experience into a scalable product ecosystem
- Introduced customer archetypes that shaped product direction and aligned teams around a shared understanding of user needs
- Introduced an AI-powered prototyping workflow on the Credit Card team, cutting buy-in and alignment time from weeks to days

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 zero-to-one design of Wellfound AI, the company's 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 experiences across T&N and the Serta Simmons portfolio
- Drove +\$94K (Serta) and +\$37K (Beautyrest) daily revenue lift via conversion optimization
- Improved conversion rates 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 (Contract) | Jan 2018 - Sep 2018

- Spearheaded design thinking and UX strategy across the organization
- Led design and established the foundation for four core transportation management system applications

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