

CHRIS NELSON
DIGITAL & VISUAL DESIGNER

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OBJECTIVE

Digital and visual designer with hands-on experience across web design, visual branding, UX research, and photography. Raised across the US, Colombia, and Germany with Peruvian roots, a lifetime of adaptation shaped a curiosity about human behavior and an eye for composition that shows up in how I design. Practiced at translating user insights into flows, wireframes, and polished visual assets; comfortable working independently or collaborating across teams.

EXPERIENCE

Founder and Product Designer (Web, UX, Visual Strategy) // *Mindmeld Design LLC*

January 2025 - Present // Charlotte, NC

- Design and launch responsive, accessible web experiences across client engagements.
- Facilitate stakeholder alignment across discovery, design, and delivery; manage scope, timelines, and iterative releases.
- Shot and edited theater photography and event coverage for nonprofit organizations published across social media.

Bartender and Event Staff // *The Olde Mecklenburg Brewery*

March 2024 - Present // Charlotte, NC

- Coordinate across events and catering operations; improve service flow via process fixes and cross-team communication.

Workshop Facilitator (Design-Thinking) // *Virginia Commonwealth University*

October 2023 - November 2023 // Richmond, VA

- Planned and facilitated design-thinking workshops on ideation techniques with cross-disciplinary participants.

Product Designer and UX Researcher // *DEVSTIO*

August 2023 - December 2023 // Richmond, VA

- Conducted user interviews, synthesized findings, and translated insights into UX requirements, flows, and Figma prototypes.
- Used OOUX principles to map core system objects and build a shared product language between design and development.

UX Design Consultant // *VCU College of Health Professionals*

March 2023 - April 2023 // Richmond, VA

- Synthesized research into themes and actionable insights; delivered wireframes and a stakeholder-ready presentation.

Product Discovery Researcher (Energy Tech Pilot Study) // *Dominion Energy*

August 2022 - December 2022 // Richmond, VA

- Led discovery interviews in a regulated environment; synthesized findings into personas and stakeholder recommendations.

Laboratory Operations and Content Manager // *VCU Department of Neurobiology*

August 2019 - October 2023 // Richmond, VA

- Managed research operations and compliance documentation; standardized SOPs and trained undergraduate researchers.

TOOLS & SKILLS

Research & Analysis: Figma, Miro, Airtable, Excel, Google Sheets, Tableau

Workflow & Collaboration: Asana, Trello, Monday.com, Notion, Microsoft Office

Design & Build: Adobe Creative Suite, HTML/CSS, Squarespace, Framer

Languages: Bilingual in English and Spanish

EDUCATION

Master of Product Innovation // *Virginia Commonwealth University*

June 2022 - December 2023 // Richmond, VA

Bachelor of Science, Neuroscience and Psychology // *Virginia Tech*

August 2015 - May 2019 // Blacksburg, VA

CERTIFICATION

Scrum Master (CSM)

Scrum Alliance

Product Owner (CSPO)

Scrum Alliance